BROADCASTING

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THE NEWS MAGAZINE OF THE FIFTH ESTATE

NBC ARTISTS SERVICE
GEORGE ENGLES · MANAGING DIRECTOR

* * * * * *

An organization whose extensive facilities permit it to offer a more brilliant array of representative artists than any other agency of its kind. These are available, not only to Broadcast Advertisers in particular, but for every form of public entertainment or private function, including lectures, concerts, recitals, conventions, dances, banquets, stage productions, motion pictures and phonograph recording. Inquiries receive immediate attention.

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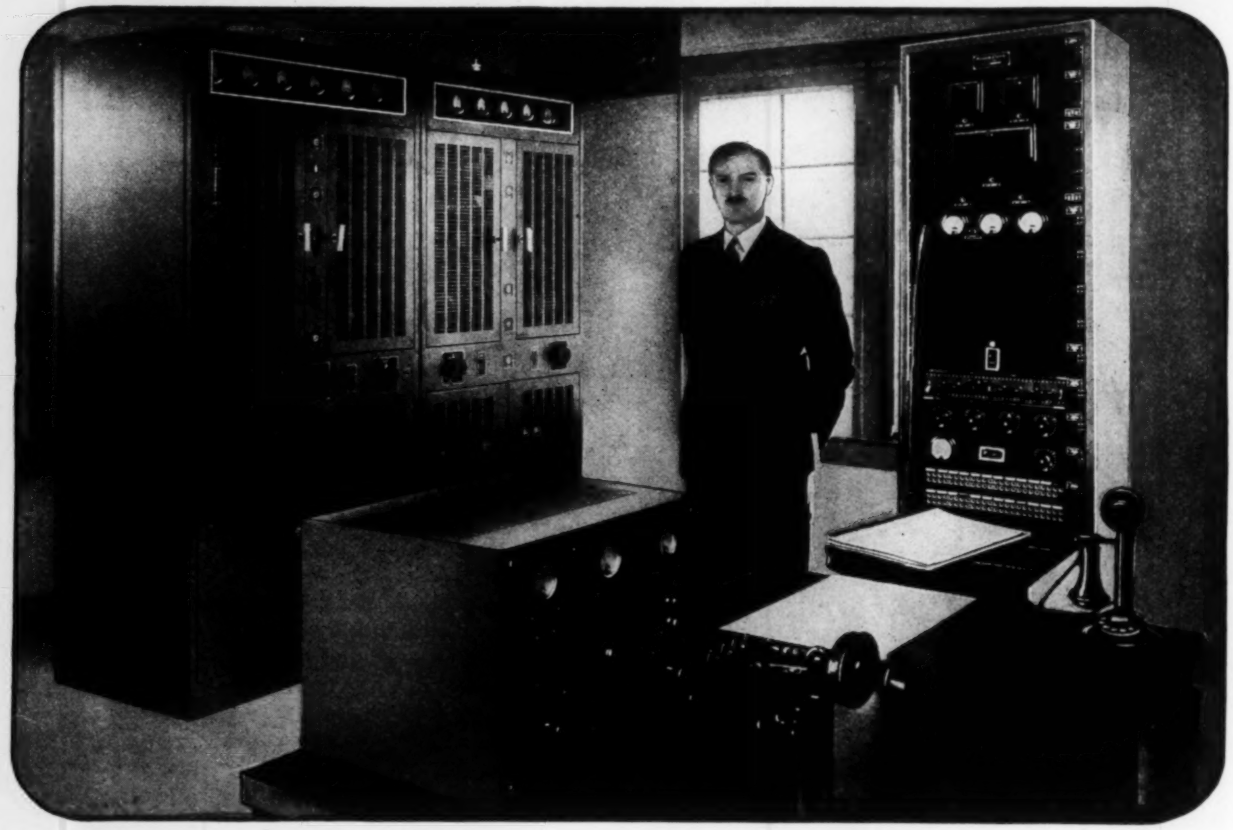
NEW YORK BOSTON WASHINGTON SCHENECTADY CHICAGO
DENVER PORTLAND, ORE. SAN FRANCISCO LOS ANGELES



Left to right: 12A Transmitter, 71A Amplifier, 1A Frequency Monitoring Unit (on desk), 9A Speech Input Equipment

Quality — Compactness — Efficiency — Economy... 4 reasons why leading stations of 100 to 1000 watts use the Western Electric 12A Transmitter

The Western Electric 12A Transmitter and 71A Amplifier have set a new and higher standard in radio broadcasting equipment. Quality coverage assures station popularity and increased revenues.

Rated at 100 watts, the 12A Transmitter includes these outstanding features: 100% grid bias modulation—complete absence of rotating machinery—all tubes radiation cooled. Unusual frequency stability and fidelity of transmission are inherent qualities.

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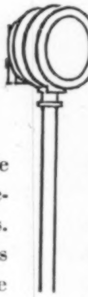

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

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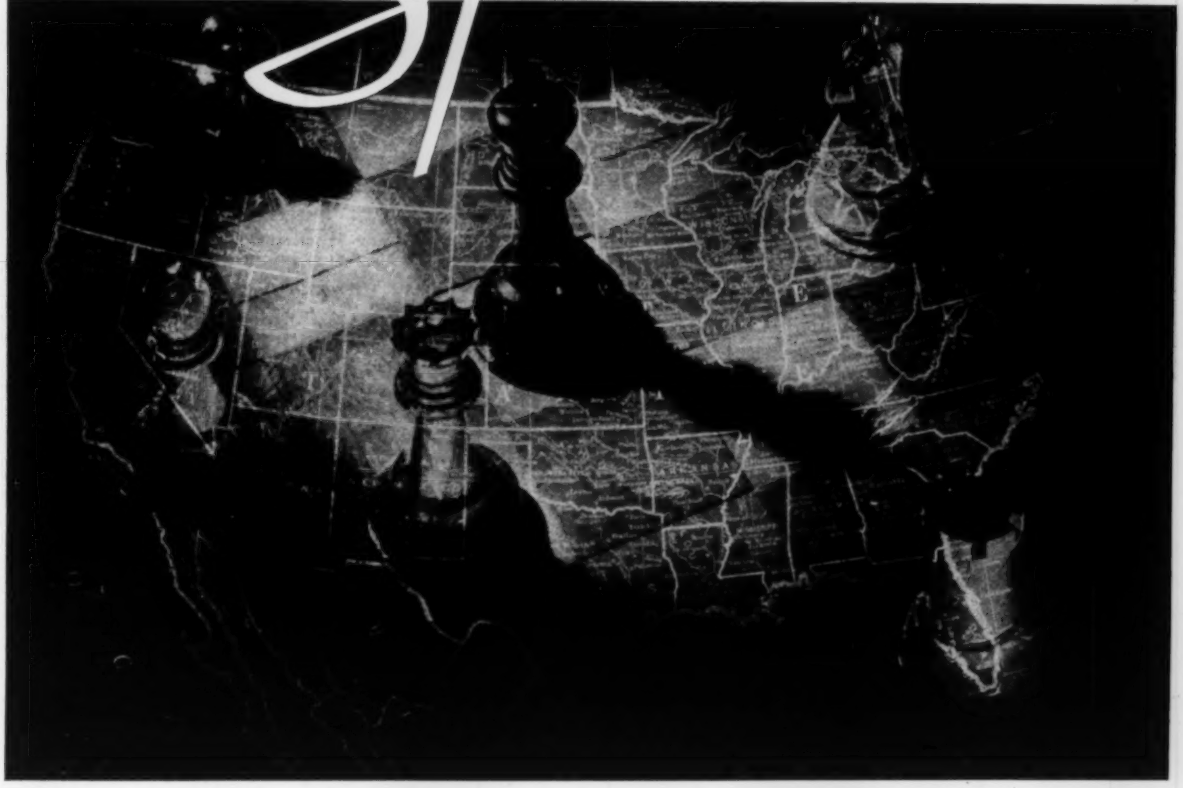
NAME..........

ADDRESS..........

CITY.......... STATE..........

XUM

ON THE Spot



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Then . . . *concentrate* the force of the most modern of all forms of advertising: radio. Concentrate it on exactly the localities you want to reach, through Spot (individual station) Broadcasting.

By Spot Broadcasting you can back up your salesmen and your dealers with radio advertising that will go directly to the people you want to talk to, through stations they like and listen to, at times when they are listening. You can use live talent, local favorites, programs of pre-tested merit . . . or your own recordings. You can get *results.*

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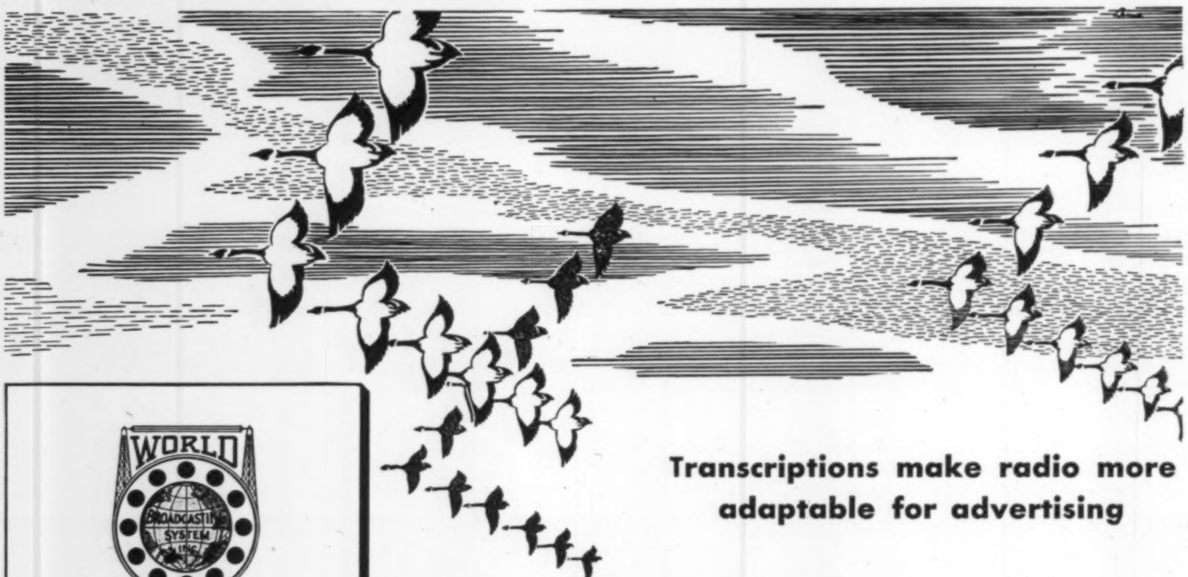
OMAHA SAN FRANCISCO

STRAIGHT INTO EVERY SALES TERRITORY WITH

TRANSCRIPTIONS



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The World Broadcasting System operates through leading stations in every part of the country. A Station List of over 170 radio stations will be sent on request.

THE SIMPLICITY of this new method. Programs may be broadcast in any or every locality in the country, with full assurance of uniform quality and with a single effort.

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Production Studios: New York, Chicago, Hollywood

BROADCASTING

The NEWS MAGAZINE *of* THE FIFTH ESTATE

VOL. 3, NO. 11 WASHINGTON, D. C. DECEMBER 1, 1932 $3.00 PER YEAR—15c A COPY

Revitalized NAB Prepares for New Battles

By SOL TAISHOFF

McCosker Chosen Head With Paid Executive Promised; Powers of Schuette Extended; Loucks Reappointed

President McCosker's Statement:

"THE POSITION of president of the National Association of Broadcasters offers great opportunity to effect coordination in the industry. Never in radio's brief history, in my opinion, has the necessity for such coordination been so generally realized.

"On arrival in St. Louis I had no idea of accepting the presidency, if offered. However, the obvious sincerity of purpose which motivated the delegates impressed me greatly. It is still early to announce policies until sufficient opportunity is provided to confer with leaders in this and other industries.

"One of the outstanding characteristics of the radio broadcasting industry exists in the possibilities it presents for co-operation in practically every field of industrial, cultural, scientific and amusement activity. It is entirely possible that this advantage has not been properly appreciated or sufficiently coordinated."

ALFRED J. McCOSKER

WITH THE enthusiastic support of an enlightened membership, a thoroughly reorganized National Association of Broadcasters will guide the destinies of the industry for the next year with a determination to regulate from within and thereby stay the hand of governmental interference.

It was with the idea of beginning a new era in broadcasting that the NAB, at its tenth annual convention in St. Louis Nov. 14, 15 and 16, adopted a vigorous program to which members pledged their unqualified support. The program calls for the employment of a man prominent in public life to lead broadcasters in unremitting battle against groups whose projects menace Broadcasting by the American plan, from the extortionate demands of the copyright owners to the petty grafts of the free radio time grabbers.

Drafted to lead the industry as NAB president in its widened range of activity is Alfred J. McCosker, director of WOR, Newark, N. J., pioneer broadcaster, showman and journalist. Only after he had been importuned by leading NAB members and had won their promise that a paid executive of Smith-Ritchie-Baker calibre would be retained before 1932 ends, did Mr. McCosker accept the NAB helm. His nomination was made from the floor, and his election was by unanimous vote. It marked a departure in the procedure in which officers heretofore were nominated by a committee appointed by the outgoing president. All other offices this year were filled by ballot election.

Philip G. Loucks

After sanctioning the proposal for retention of a paid executive, the association gave to Oswald F. Schuette, NAB director of copyright activities, a rousing vote of confidence, despite the failure of the recent negotiations for reduced music royalties, and ordered his continuance in office for a year. He was given greatly increased authority, not only to deal with the American Society of Composers, Authors & Publishers, but to carry his campaign for equitable treatment into Congress, and even into the courts. His salary will remain at $18,000 a year. This action came after Isaac D. Levy, vice president of WCAU, Philadelphia, and an officer and director of CBS, made an impassioned plea for bold and deliberate action against ASCAP. A lawyer himself, Mr. Levy recommended Mr. Schuette's continuance in office and stated that from his own legal experience he knew ASCAP could be destroyed should it refuse to accord broadcasting fairer treatment.

Oswald F. Schuette

The platform adopted by the convention calls for a war chest many times greater than the present annual NAB budget of about $50,000. Networks and leading stations pledged voluntary contributions to the fund, over and above their regular dues. Despite the skepticism expressed by many broadcasters as to whether sufficient funds were in prospect to pay a high-salaried executive director, as well as Mr. Schuette and Philip G. Loucks, who was reappointed managing director for a year, and other employees, and to defray other increased expenditures occasioned by the reorganization, it was insisted that the funds would be available. All told, it is estimated that between $150,000 and $200,000 will be needed next year.

May Choose in Industry:

CONSIDERABLE sentiment prevails that the new chieftain of radio should be selected from within the broadcasting ranks in order to have a man cognizant of its problems. It is altogether possible that such an appointment will be made, and the names of James W. Baldwin, Radio Commission secretary; Henry A. Bellows, CBS vice president and former radio commissioner, and William S. Hedges, WMAQ, Chicago, former president of the NAB, have been prominently mentioned for the post.

Though the special committee met in New York Nov. 22, action on the appointment will be deferred pending plans for raising funds.

Mr. Loucks' retention as managing director, with a 10 per cent increase in salary to $10,000 per year, came after he had been complimented in addresses by a half dozen members for meritorious work in building the association to its present stature during the last two years. His powers were broadened to include ex officio membership on all committees. He was suggested for the post of paid executive-director, but he discouraged that move.

Other Officers Named:

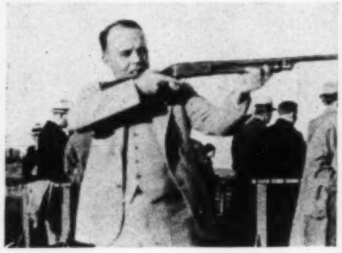
MR. McCOSKER succeeds Harry Shaw, WMT, Waterloo, Ia., as NAB president. Leo Fitzpatrick, WJR, Detroit, a member of the board, was elected first vice president and John Shepard, III, Yankee network, was elected second vice president, succeeding J. J. Storey, WTAG, Worcester, Mass., and Paul W. Morency, WTIC, Hartford, respectively. Arthur Church, KMBC, Kansas City, was elected treasurer to succeed M. A. Howlett, WHK, Cleveland.

The executive committee of three, created in 1930 and against which much criticism has been levelled, was abolished. The suggestion came from Henry A. Bellows, WCCO, Minneapolis, CBS vice president, chairman of the committee. Mr. Bellows said the committee had served its purpose, acting on emergency matters when the board of directors could not be called into session. William S. Hedges, WMAQ, Chicago, and twice NAB president, and F. M. Russell, NBC Washington vice president, were the other members. Since all three members were associated with networks, allegations of network domination had been made, but these were ridiculed on the floor by retiring President Shaw and by other broadcasters.

Eight vacancies on the board of directors were filled, of which five were for three years, one for two years and two for one year each. Elected to the three-year tenures are: J. Thomas Lyons, WCAO, Baltimore; Lambdin Kay, WSB, Atlanta; Leo B. Tyson, KHJ, Los Angeles; I. Z. Buckwalter, WGAL, Lancaster, Pa., and J. T. Ward, WLAC, Nashville. W. W. Gedge, WMBC, Detroit, was elected for the two-year term, and Donald Flamm, WMCA, New York, and Gardner Cowles, Jr., KSO, Des Moines, for the one-year terms.

Immediately following the closing session Nov. 16 President McCosker called into session his new board of directors to follow through on routine resolutions and to give preliminary consideration to more important aspects of the new program. He arranged for subsequent meetings to consider plans for filling the war chest and candidates for the paid executive post. During the convention it was reported that former Gov. Al Smith of New York had been asked by wire whether he would consider the post and had responded that he could not do so but would be happy to recommend some one.

Radio Commissioner H. A. Lafount enjoying trapshooting tourney on the estate of "Pat" Convey, KWK.



Clarence Cosby, KWK, one of our convention hosts, at the trapshoot.

To Probe Wire Rates:

THE QUESTION of line charges assessed by A. T. & T. and its numerous subsidiaries on stations and networks, reported to aggregate between $8,000,000 and $10,000,000 annually, was raised just prior to adjournment, and resulted in the passage of a resolution offered by Stanley Hubbard, KSTP, St. Paul, authorizing appointment of a committee of five to investigate them. Only a handful of broadcasters was present at the time, however, and the validity of the resolution is in doubt because of the absence of a quorum.

President Shaw, Managing Director Loucks and Mr. Schuette each had mentioned the land line matter in formal addresses. Mr. Loucks also took up the matter of the leasing stipulation on Western Electric turntables for transcriptions. Representatives of both Western Electric and Electrical Research Products, Inc., which markets the turntables, were on hand.

In introducing his resolution, Mr. Hubbard charged that land line assessments were exorbitant, and that the rates are not uniform. He offered to the association the services of William Green, St. Paul attorney, who served several years ago as special counsel of the Senate Interstate Commerce Committee during its investigation of radio and communications in connection with the Couzens Communications Commission bill.

NAB Music Urged:

CREATION of an industry-owned radio music supply, through a new corporation which would become a subsidiary of NAB, was advocated by Mr. Schuette to rid the industry of its dependence upon ASCAP. His resolution, referred to the board of directors for consideration, provides that a Radio Program Foundation, with a capitalization of about $150,000 subscribed by the industry through preferred and common stock sales, be set up.

Declaring that many composers of modern music are available, both in and out of ASCAP, Mr. Schuette said such a corporation could print orchestrations for stations at about 25 cents each and that a minimum of 10 releases a week could be arranged at the start. Thus, he asserted, an adequate library could be established.

CONVENTIONEERS—

Reorganization of NAB will be worked out under a resolution authorizing the board to study changes necessary in the by-laws and constitution. Principal changes advocated are the reorganization of the board itself so that there will be equitable geographical representation for each class of station and the revision of schedules of dues to enable local stations with small incomes to join the association. Plans for membership campaigns through state drives will be worked out.

Opening Session:

HAROLD A. LAFOUNT, acting chairman of the Radio Commission, delivered the convention's principal address shortly after the opening formalities on Nov. 14. In a frank discussion of problems confronting the broadcasters and their relations with the Commission, Mr. Lafount called for a "united" industry to face these problems and to keep American broadcasting "the best in the world."

G. E. Zimmerman, KPRC

Criticizing over-commercialization of programs, the commissioner declared it was a temptation into which many stations have fallen. Instead of operating primarily in the public interest, some stations are operating mainly for the profits they gain through excessive and uninteresting advertising.

"In so doing, I warn them," he

CONVENTION NOTABLES—Left to right, seated: Lewis Allen Weiss; WJR; Scott Howe Bowen; Earl A. Gammons, WCCO; Leo Fitzpatrick, WJR; Stanley Hubbard, KSTP; J. O. Maland, WHO-WOC. Standing: W. O. Pape, WAPI-WODX; A. J. Eaves, Western Electric Co.; I. R. Baker, RCA Victor Co.; Don Searle, KOIL; Kenneth Berkeley, WRC; O. C. Hirsch, KFVS; I. M. Taylor, WEBQ.

Group photograph taken at one of the luncheons of NAB St. Louis convention, which had record attendance of nearly 400.

continued, "they are 'selling their birthrights for a mess of pottage' and their judgment day will come. Already an irate public is besieging their representatives in Congress for drastic action."

Another practice frowned upon by the Commissioner was that of permitting advertisers to build their own programs without censorship or review by the licensee. This, he asserted, is not countenanced by the Radio Act, and the licensee alone is held responsible by the Commission and the public for whatever goes out over his facilities.

Stanley F. Northcott, WBCM

Sustaining Programs:

IMPROVEMENT of sustaining programs, which occupy from 50 to 75 per cent of the program day, was advocated by Mr. Lafount. While the playing of phonograph records may bridge the gap between sponsored programs and may entertain the listener, he said public interest should not be construed to mean entertainment only. Intelligent presentation of educational material is imperative, he added, and will increase the listening audience and therefore the demand for time by advertisers.

A strong advocate of the clear channel as a means of serving rural and remote listeners, Mr. Lafount, however, envisioned their end on the two coasts, through ultimate duplicate operation.

Mr. Lafount said he believed in the present plan of local, regional and clear channel stations. "I am convinced, however, that the day of clear channel stations on either the Atlantic or Pacific Coast has about gone, regrettable as it is to me," he stated.

Trafficking in radio licenses was called "illegal commercialism" by the commissioner. Likewise he condemned the practice of selling out to "high powered salesmen," who resell or retail time. Violations of Commission regulations, particularly that governing announcements of recorded programs, were deprecated. Mr. Lafount pointed out that it is "amazing how many stations strain and pull to get around this rule." They insist, he said, upon using language that is "anything but clear and in terms calculated to deceive rather than to be understood by the general public."

Longer licenses for broadcasting stations, proposed by the Acting Chairman several weeks ago, will be considered as soon as the Commission acquires its full membership or when Vice Chairman E. O. Sykes returns from Madrid, where he is heading the American delegation to the International Radio Conference. Mr. Lafount said. While the law permits issuance of licenses for three years, the Commission now issues them for six months. The Lafount proposal is for doubling this period.

Radio's Finances:

"INDICATIONS," the acting chairman concluded, "are that the broadcasting industry is in a sound, if not entirely satisfactory, financial condition. Although hundreds of banks, financial institutions, and various enterprises in the United States closed their doors during the past three years, the number of broadcasting stations actually increased. During the period of depression only a few broadcasters were obliged to discontinue operations due to financial difficulties, and many new applications were immediately made for their facilities."

Arthur B. Church, KMBC

TRAPSHOOTING CHAMP—Surviving all eliminations, L. L. Jaquier, WFIW, was the winner of the contest on the estate of "Pat" Convey, defeating a field of several dozen in the finals.

Lambdin Kay, WSB

Immediately following Mr. Lafount's address, President Shaw raised the question of nominations, which opened discussion on the possibility of a paid executive for the industry. A dozen broadcasters participated in the discussion, which finally resulted in a ruling on the following day that such an executive would be obtained and that election of all officers would be by ballot from the floor. The Rev. James A. Wagner, WHBY, Green Bay, Wis., was named judge of the committee on elections, and Martin Campbell, WFAA, Dallas, and H. J. Brennan, WJAS, Pittsburgh, were chosen tellers. A resolutions committee of five, headed by Mr. Shepard, also was designated.

President's Address:

OPENING the afternoon session Nov. 14, President Shaw sounded a call for "firm and united action, under vigorous and aggressive leadership." Declaring the NAB must be partially rebuilt, he urged the action subsequently taken, ordering consideration of necessary revisions of the by-laws and NAB reorganization.

Praise for the work done by the legislative committee under the leadership of Mr. Bellows, in successfully blocking consideration of bills that endangered broadcasting and in educating members of Congress on broadcasting, was voiced by President Shaw. He paid tribute also to the work of Mr. Loucks as managing director in building the association's membership and in improving its financial condition.

Discussing copyright, Mr. Shaw said it is uppermost in the minds of broadcasters "because it touches our pocketbooks." While the outcome of negotiations so far is unsatisfactory, he said, the special copyright committee worked tirelessly in its endeavor to secure a good contract with ASCAP.

Even more important problems than copyright face broadcasting, Mr. Shaw said. They embrace the proposal to widen the broadcast band and the necessary reallocations and the demands of class interests for facilities or government control. He branded as "silly" the reports that NAB is "controlled by the chains."

Other events during the afternoon session, were a report by Joseph A. Chambers, WLW, acting chairman of the Engineering Section, an address by O. H. Caldwell, former Radio Commissioner, and editor of ELECTRONICS and RADIO RETAILING, on electronics advancements, and a report by Prof. C. M. Jansky, Jr., consulting radio engineer of Washington, on the propagation characteristics of the long waves.

In his report, delivered Nov. 15, Mr. Loucks reviewed his two years of stewardship as NAB managing director. When he took office in November, 1930, he pointed out, the active membership was 83, of which 52 were in good standing. Today he said the active membership is 178. During these two years the associate membership dropped from 35 to 27, due to the fact that these stations had changed from non-commercial to commercial operation. On June 15, 1932, the total membership was 227, the largest in NAB history; it dropped to present 205 because of resignations and nonpayment of dues.

DOUBLE FOURSOME—Left to right, seated: J. L. Martin, WDAG; Harrison Holliway, KFRC; J. Leslie Fox, WSM; W. J. Gleason, KHJ. Standing: Leo B. Tyson, KHJ; Lewis Allen Weiss, WJR; Harry C. Butcher, CBS; E. S. Riggles, McClatchy stations.

Striking out with a series of clear-cut recommendations, Mr. Loucks said:

Frank Mullen, NBC

Loucks' Report:

"A DEFINITE legislative policy should be formulated by this convention as a guide to those who are charged with the actual legislative work. In my opinion the association should continue to demand repeal of the Davis amendment and the regulations of the Commission promulgated thereunder; should continue to oppose legislation designed to allocate channels to groups for specialized use; should oppose legislation which would give the Commission power to suspend licenses; should oppose legislation which would impose a government censorship on programs; should oppose the imposition of unfair taxes on radio advertising, as such, or upon radio licenses; should oppose legislation limiting commercial announcements in programs; should oppose legislation which would impose new and added burdens upon the operation of broadcast stations.

"At the same time the association should insist that license terms be lengthened from six months to three years, now permitted under the laws; advocate legislation which would require defeated applicants for facilities to defray costs of hearing; advocate uniform state legislation on the subject of radio slander and libel; and advocate further clarification of the law relating to appeals from decisions of the Commission and of the rules and regulations of the Commission."

Urges Dues Revision:

MR. LOUCKS reviewed the year in broadcasting, not only from the regulatory and legislative aspects, but also with regard to improved business practices. He urged amendment of the constitution and bylaws to open the way for healthy development of the association and advocated the assessment of dues in proportion to the gross income of stations rather than on the present basis of power. To encourage small station representation on the board of directors and to relieve the board members of the hardship of attending meetings at their own expense, Mr. Loucks suggested that provision be made to pay travel expenses. He said that proxies should then be eliminated and the officer and director selected should be compelled to give personal attention to NAB business.

The managing director also recommended the hiring of a competent accountant to make a study of cost accounting for the benefit of NAB members, establishment of a program idea interchange service and a research bureau, and the development of a statistical service and business index, all of which he said could be instituted for a relatively low annual outlay and would greatly add to the value of NAB membership.

Mr. Loucks pleaded for a strong NAB to combat the "destructive forces" confronting the industry. Unless they are checked, he said, broadcasters will find themselves "working for the copyright owners and the telephone company." He continued:

"No one disputes the right of copyright owners to be justly and fairly paid for the use of their music and no one in this room questions the right of the telephone company to charge a fair and reasonable rate for the use of telephone lines. No one objects to paying a fair and reasonable amount for turntables. It may be that none of the charges now imposed are unfair, unreasonable or unjust. But when we are compelled to buy these products and services in a non-competitive market; when we have no protection against exhorbitant charges; when we are placed in the position where we must buy at the price fixed or close up our businesses, we certainly have a just complaint. And we can obtain relief if we present our demands as an organized body. And relief cannot be withheld if our demands are fair and just."

W. O. Pape, WAPI

Treasurer's Report:

PRESENTING the association's financial report, Mr. Howlett, treasurer, declared NAB had more than balanced its budget thus far this calendar year. Disbursements have aggregated about $50,000, with a treasury balance of more than $9,000, of which nearly $7,000 is invested in Government securities. The Copyright Defense Fund, created last spring, and contributed largely by the networks, amounted to $23,100, but only $1,127 remains.

The international situation, and the Madrid conference, then deadlocked on the subject of enlargement of the broadcast band, was discussed in detail by Louis G. Caldwell, Washington attorney, who had just returned from Europe, where he served as NAB representative at the International Radio Conference. His report is reviewed elsewhere in this issue.

With the exception of the report of the commercial section, headed by H. K. Carpenter, WPTF, Ral-

CONVENTION GROUP—Left to right, seated: Stanley F. Northcott, WBCM; F. C. Sowell, Jr., WLAC; Campbell Arnoux, KTHS; J. T. Ward, WLAC; Dr. Frank W. Elliott. Standing: George Bricker, WMCA; John Shepard, III, Yankee Network; Paul W. Morency, WTIC; Don Davis, WHB; Edgar L. Bill, WMBD; J. O. Maland, WHO-WOC.

AN EVEN DOZEN—Left to right, seated: I. Z. Buckwalter, WGAL; John J. Gillin, WOW; Roy Thompson. WFBG; Bond Geddes, RMA; Gene O'Fallon, KFEL; E. B. Craney, KGIR. Standing: S. H. Bliss, WCLO; John Henry, KOIL; Father W. Burke, WWL; Father James Wagner, WHBY, Earl T. Gluck, WBT; F. C. Bisbee Erpi.

Acknowledgement

THE EDITORS are deeply appreciative of the cooperation of the St. Louis Post-Dispatch; Stanley F. Northcott, general manager of WBCM, Bay City, Mich., and Don Davis, manager of WHB, Kansas City, in making possible the securing of the photographs published in these pages.

eigh, all other section and committee reports were ordered submitted to the managing director for inclusion in the published record, due to the crowding of the docket by reorganization activities.

Re Paid Executive:

AT THE EXECUTIVE session restricted to NAB members on Nov. 15, Mr. Howlett, chairman of the committee appointed the preceding day to sound out sentiment on the proposed employment of a paid executive, said it was the sense of the membership that the board of directors should select a man "of unimpeachable reputation and of commanding character" to head the industry. Since a large fund would be required, the committee recommended voluntary self-assessment by stations. A large group of stations, he said, had committed themselves to such contributions, along with the networks.

Then followed a series of speeches in favor of the proposal. Mr. Fitzpatrick, the new first vice president, characterized the move as imperative, declaring it would be in the nature of industrial insurance. Mr. Gedge, new director, speaking in behalf of the local stations, said he was certain they would prefer to pay tribute to the industry than to foreign interests. Thomas Patrick Convey, KWK, St. Louis, who first broached the question, urged immediate action. Mr. Kay, new director, concurred in the idea of a "Landis" or "Hays," pointing out that less than 40 per cent of the broadcasting stations are NAB members.

Stanley Hubbard, KSTP, St. Paul, emphasized the lack of small station support, and advocated an Al Smith or Newton Baker with title of executive chairman. Donald Flamm, new board member, emphasized the need for girding for action, not only because of copyright, but because of other problems, and declared a budget of between $150,000 and $200,000 is necessary. Mr. McCosker, new president, decried the "Let-George-do-it" attitude and declared that unless action is taken at once it may be too late to employ the man needed.

G. A. Richards, WJR, Detroit, and WGAR, Cleveland, declared that, while Mr. Loucks had done a "marvelous job with the kind of tools we've given him," NAB must give the small station a better break and adopt a sound, sane, sensible program for the coming year that will protect the 50-watter and the 50,000-watter alike. Paul Oury, WPRO, Providence, declared that 100-watters concur in the demand for a paid leader of national importance and are willing to pay their proper share. Mr. Shepard, new vice president, declared himself wholeheartedly in favor of a paid executive.

NAB Officers, 1933

President
Alfred J. McCosker, WOR
1st Vice President
Leo Fitzpatrick, WJR
2nd Vice President
John Shepard, III, WNAC-WAAB
Treasurer
Arthur B. Church, KMBC
Directors Elected
(Three Year Term)
J. Thomas Lyons, WCAO
Lambdin Kay, WSB
Leo B. Tyson, KHJ
I. Z. Buckwalter, WGAL
J. T. Ward, WLAC
(Two Year Term)
W. W. Gedge, WMBC
(One Year Term)
Donald Flamm, WMCA
Gardner Cowles, Jr. KSO
Directors Continued
William S. Hedges, WMAQ
Henry A. Bellows, WCCO
Quin A. Ryan, WGN
E. B. Craney, KGIR
H. K. Carpenter, WPTF
Walter J. Damm, WTMJ
George F. McClelland, WEAF

The Balloting:

AFTER a discussion of alleged "steam-roller" tactics in nominating officers, nominations were made from the floor for a number of candidates. The name of Mr. McCosker was placed by Mr. Fitzpatrick, and seconded in a speech by Mr. Flamm. Following the balloting, which gave Mr. McCosker a vast majority, the vote was made unanimous. Mr. McCosker's election, Mr. Flamm said, would be the "strongest answer we could give to ASCAP, the A. T. & T., the newspapers and all others who do not have the interest of the broadcasters at heart."

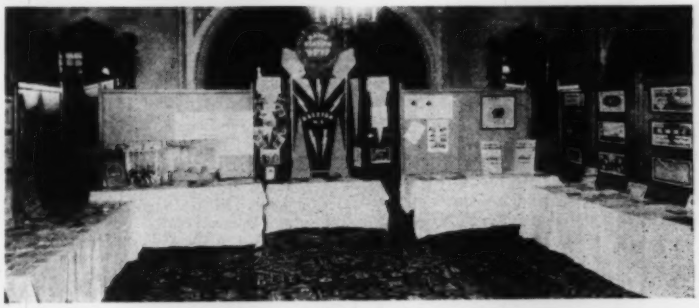


Exhibit of WPTF in Hotel Chase

WHB Merchandising Exhibit Attracts Many

Stanley Boynton's Merchandising Exhibit for WJR and WGAR

Opening the final day's session, Mr. Bellows delivered the report of the legislative committee. He pointed out that, while not a single radio measure passed at the last session of Congress, all of the bills still are on the calendar and may be revived at the short session which convenes early this month. Proposals to resist radio advertising, he warned, are still "very much alive." While the public is better satisfied with broadcasting than ever before, anti-radio lobbyists are hard at work, and every effort must be made to prevent dangerous bills from reaching the floor of either house, he said.

The committee recommended a court fight against the tax on electrical power used by broadcasting stations as assessed by the Bureau

(*Continued on page 30*)

Credit Men Offer to Establish Bureau For NAB Members on National Basis

Hedges Reveals Proposal at Convention, Urges Board To Canvass Broadcasters for Subscriptions

Mr. Hedges

AN OFFER to create a credit bureau for broadcasters, furnishing information on advertising agencies and other credit data, has been made by the National Association of Credit Men, the NAB convention was told Nov. 16, by William S. Hedges, WMAQ, Chicago, chairman of a committee investigating such a project as proposed by the NAB last year. The credit men, Mr. Hedges said, can furnish all the facilities necessary for a service to be organized on a national basis for the benefit of NAB members at a cost of from $15 to $25 a month per member, depending on how many NAB members would join.

Mr. Hedges read to the convention a letter from J. F. O'Keefe, secretary of the Chicago Association of Credit Men, outlining the whole proposition. He suggested that the convention instruct the NAB directors to make inquiries to ascertain whether a minimum of 100 members would subscribe to the service. When that number of stations enroll, the board should be authorized to put the plan into effect, he suggested. The whole matter was referred to the board. Mr. O'Keefe's letter follows in full text:

October 14, 1932

Dear Mr. Hedges:

I have made quite a little investigation as to the kind of service which could be made available for members of the National Association of Broadcasters to follow out the plan of resolution which you referred to in your letter of September 30th.

Our association can furnish all of the facilities necessary for a service to be organized on a national basis for the benefit of members of the National Association of Broadcasters. I understand that the principal facility which is needed is the establishment of a bureau for developing information for recognition of advertising agencies along the plan that is in effect under the direction of the Newspaper Publishers Association. This would have to be built up gradually and, of course, no facilities could be made immediately available to establish a list of recognized agencies until the preliminary work had been done to collect the information necessary for that purpose. However, there is no doubt that this can be accomplished and within a reasonable period of time could be made very effective.

Through our contact with the many Association of Credit Men affiliated with the National Association of Credit Men throughout the country and bureaus which are established in all of the principal markets, we have the machinery all set up for developing credit information of any character.

I suggest that the first service which should be made available and which could be put into immediate effect, would be the compilation of a monthly list of delinquent accounts to be made up from lists to be furnished by the members and to include accounts which had passed a certain agreed period to establish them as delinquent. This could also be considered as a means of determining whether or not further credit privileges should be allowed to those agencies or other customers whose accounts had passed a certain period beyond regular terms.

Another very important facility which is available through our organization of credit interchange service is the compilation of reports showing the payment record of advertising customers of members of the National Association of Broadcasters. This reporting service requires the filing of a complete list of customers by each member so that all members would be on record as sources of information regarding payments of their advertising accounts. Therefore, with this information on file, an up to date report of the most recent payment experience can be secured on short notice. In fact, if it were desirable to do so, clearances could be made by telegraph. This system of reporting would also include a complete reciprocal report to be furnished each member who contributed ledger experience to the report during the process of compilation.

Our association service includes facilities for each step of the way from the time an order is received until the account is closed. Therefore, we could arrange for a concentration of claims in cases where it might be apparent that there was a condition of insolvency or financial embarrassment in connection with any particular advertising account and through a process of friendly adjustment the members could be saved much of the loss which is experienced through forced liquidations in bankruptcy or otherwise.

Our collection service includes a final demand from which would be available for each member of the group and which would be printed along the line of the sample which is enclosed. Payments which are received within a specified period after the notice is sent, such period to be stipulated by the member, would carry no charge whatever for collection. An office service at 8 per cent would also be furnished following this final demand period before accounts are placed for collection through the regular channels under Commercial Law League rates.

It would be somewhat difficult to state the cost of the service until it could be determined how completely the members of the National Association of Broadcasters would cooperate in the arrangement. The building up of an agency recognition medium would be quite a task in itself. I believe that if sufficient cooperation is assured, it would be possible to establish a complete service on the basis of $15 to $25 per month per member which would include general membership in our National Association of Credit Men, the compiling and distributing of monthly delinquent list and reports of payments so as to keep the list up to date and the facilities for issuing ledger information reports through our Credit Interchange Bureaus. Each member of the National Association of Broadcasters subscribing to the service would have the privilege of membership in local association affiliated with the National Association of Credit Men in its locality and Credit Interchange service with the bureau attached to such local Association. The general work of establishing agency recognition and monthly delinquent list would be handled through our Chicago office.

I am sure that a complete set-up such as I have described will be of great service and value to members of the National Association of Broadcasters. It is difficult to give complete details within the scope of a letter and I will be glad to have the opportunity of discussing the matter further with your executive committee.

On the "Roosevelt Special"

RCA VICTOR engineers are here shown installing a public address system on "The Roosevelt Special," Democratic presidential campaign train. Operation of the equipment was praised by members of the Democratic National Committee. The apparatus consisted essentially of a permanent magnet type ribbon microphone with stand, Photophone type PG-51 amplifier rack, two Centralized Radio loudspeakers (type AF-6917-A) and one General Electric 32-volt d. c., 110-volt a. c. motor generator set.

CBS Detroit Office

COLUMBIA Broadcasting System has opened a Detroit office in 902 Fisher Bldg., with Webster H. Taylor, former vice president of Campbell-Ewald Co., in charge.

St. Louis Convention Sidelights . . .

WINNER of the trapshooting matches held on "Pat" Convey's palatial estate surrounding the transmitter of KWK, was L. L. Jaquier, WFIW, Hopkinsville. A close second was Phil Meyer, KFYR, Bismarck, N. D. Tied for third were Stanley F. Northcott, WBCM, Bay City, Mich., and Ernest LaMertha, ST. LOUIS GLOBE-DEMOCRAT. A loving cup was the award.

THE CONVENTION brought two honeymoon couples in the persons of Joe Chambers, WLW technical supervisor, and Stanley Hubbard, manager of KSTP, and their lovely brides. Both were married within the last few months. Joe Chambers and his bride recently escaped serious mishap when Joe's plane was forced to land in a field in Ohio and smashed up.

JERRY KING—you've all seen Jerry in the movies for Warner Brothers, owners of KFWB, Hollywood, which he manages, always use him for shots of sports announcers in their pictures—walked away with the golf championship at Sunset Country Club. Our regrets are that Jerry's handsome features failed to photograph clearly when our photographer attempted to snap them. It may have been the weather.

NEITHER John Shepard III, Yankee Network, or "Fritz" Morency, WTIC, winner and runner-up respectively in the golf championship last year, was in the money at St. Louis. John was decisively beaten. Runner-up to Champion Jerry King was Bond Geddes, general manager of the RMA, with E. H. Gammons, WCCO, third.

W. A. CORY, of the Employers Reinsurance Corp., Kansas City, the first company to offer libel and slander insurance for broadcasting, discussed various legal phases of this type of insurance with delegates. His company arranged such a policy shortly after the celebrated KFAB decision by the Nebraska Supreme Court, holding stations equally liable with speakers for libel on the radio.

STRICKLAND GILLILAN, humorist, writer and philosopher of "Off Again, On Again, Finnegan" fame, brightened the opening session with his homespun wit and philosophy. He came to the convention with a prepared address, but admitted to this writer that after he looked at his audience he decided the speech wouldn't do. Result—his entire address was extemporaneous.

INNOVATION of balloting for the election of officers at the convention, made necessary by the ruling to elect from the floor rather than through a nominating committee, saw the good old-fashioned cigar-box, with a slit in the top, perform yeoman service. The idea was Father James A. Wagner's, WRBY, Green Bay, Wis., designated one of the electors.

AS CHAIRMAN of the transportation committee, L. A. Benson, WIL, saw to it that there was a car for every occasion. Due to an 8-inch snow fall, however, there were more cars than occasions. A sizable group of ladies, attending the convention with their husbands, were treated to a sight-seeing trip of St. Louis.

ED SPENCE, WPG, Atlantic City, general chairman of the convention committee, and the busiest man in St. Louis, knows now why they always kid the absent-minded professor. Ed made speeches on the floor, button-holed delegates in the halls, and used the telephone unstintingly in trying to get them to turn in their vouchers so the convention could take advantage of the one-half fare railroad offer. Then, during the convention's closing hours, he discovered his own voucher in his inside coat pocket.

SOME conventioners thought they detected a decided Spanish accent in the speech of both Louis G. Caldwell and Paul M. Segal, Washington radio attorneys, who showed up tailored in approved Castillian style. These gentlemen had just returned from Madrid where they attended the International Radio Conference, Mr. Caldwell as NAB representative and Mr. Segal as general counsel of the American amateurs.

GEORGE BRICKER, WMCA, was the winner of the convention story-telling championship, with William G. Rambeau, Chicago station representative, a close second. Prizes were not disclosed. Alfred J. McCosker, WOR, new NAB president, was accorded honorable mention for his Hollywood character story which opened his acceptance speech.

FOUND: One suit of clothes, of good quality, in a wastebasket on the roof of the Chase Hotel. Apply J. A. Hadley, manager.

Station Promotion: Key to Success in Radio

By JOHN F. PATT
Vice President and Manager, WGAR, Cleveland
Chairman of NAB Station Promotion Committee

Use of Trade Papers, Mail, Newspapers, Billboards Urged; How Institutional Publicity Increases Popularity

HERE'S an article that should be clipped and placed in the files of every broadcasting executive. It is the first of two parts of the thorough report of the NAB station promotion committee which was filed undelivered at the St. Louis convention for lack of time. Mr. Patt digests the experiences of leading stations with various forms of institutional advertising and offers some pertinent observations as to their relative merits. Watch for the concluding article in an early issue of BROADCASTING.

Mr. Patt

THIS COMMITTEE was asked to deal with the subject of station promotion, a far broader topic and one much more interesting than that of sales promotion, which limits the perspective of the advanced student in broadcasting considerably. The chairman of this committee has had the assistance not only of members of the committee, but of hundreds of other station executives, agencies, special representatives, the two networks and broadcast trade papers.

After full consideration of the many elements of promotion, it is an inevitable conclusion that the broadcaster who does not project, encourage, elevate, advance or contribute to the growth and development of his station will meet with eventual extinction, as has already been the case with some 200 stations in the last five years. It is conversely true that promotional efforts have brought progressive stations financial success, better assignments of power and frequency, increasing listener attention, and higher standards of public service. Promotion is the beginning of a perpetual cycle of advancement toward the finer achievement we all seek.

Defining Terms

WE HAVE already defined station promotion in its Websterian form. Specifically, it works in two—I may even say, three—separate and distinct fields of broadcast operation. We can once more draw upon our contemporary, the press, in naming these three departments: advertising, circulation and editorial. These are all familiar phases of newspaper operation, and they are analogous in radio to commercial activities, audience building, and to the purely entertaining or educational parts of the radio day, both commercial and sustaining.

Of this editorial department I shall not speak, other than to mention in passing the comment made by a former president of this association when I asked for his opinion of station promotion. His contribution was, "All I can say is, to promote an audience the best thing a station can do is to render a true and conscientious service, presenting the best possible programs within the station's power. It seems to me that it is just too bad if a station must go out and use other advertising media to advertise itself."

Of course, this is an extreme statement, and one which our former president cannot mean literally, because I have seen some excellent promotional material which his station has employed. However, I believe that he has advanced a most important, and yet the least considered part of the station's job in promoting itself. All too often our progressive policies go after and secure a volume of business and a multitude of listeners, (the advertising and circulation side of broadcasting), and then fall down in quality or presentation of material (the editorial side).

Station Promotion Divisions

BUT WHILE we leave a word of caution here to promote the editorial phase of our business, this report deals in detail only with the more commonly understood functions of station promotion. These are activities of the broadcaster which increase the size of the audience and those which increase the sale of advertising. Usually, these functions are entirely separate, but occasionally they overlap. We shall attempt to deal with them collectively.

Many forms of display advertising have been employed by the broadcaster to develop the listener and advertiser-consciousness of his station. It would be safe to estimate that between two and three millions of dollars are invested annually in radio station advertising in direct mail, trade papers, newspapers, magazines, billboards, car cards and novelties.

Mail Holds Lead

NO DOUBT the greatest expenditure is for direct mail, since a survey shows that there is hardly a commercial broadcaster who occasionally, if not regularly, does not send out mailings to selected lists of local and national advertisers and agencies. Through them advertising agencies are enabled to maintain an ever-growing file of information about stations and marketing areas. These pieces vary from ordinary individually-typed or processed letters to elaborate brochures such as: "The Yankee Network of New England" (WNAC), "The Nation's Station" (WLW), "Where They Listen to Columbia" (CBS), "NBC Markets" (NBC), "Only The Leader Can Be First" (WJR), "Adding New Towers For Old" (CBS), "The Blue Book" (KMBC), "Fifty Thousand Watts in New England" (WTIC), "NBC Series of Case Histories in Broadcasting."

Careful Planning

THESE ARE but a few attractive mailings from radio stations, and it is significant to note that advertising agencies have been the recipients of several thousand letters, pamphlets, broadsides, folders, bulletins and other publications in the last twelve months. This is doing much to impress the spender of advertising dollars not only with the individual station's pre-eminence but with the growing importance and indispensability of radio as an advertising medium.

As John Howie Wright points out in the October (1932) issue of POSTAGE AND THE MAIL BAG: "Every item of every direct mail advertising campaign should be carefully worked out if it is not to be a hit-and-miss affair."

Testifying to the accuracy of this statement is WGY's campaign of six mailings, where every detail was planned in advance. This campaign was displayed at the Detroit NAB convention. Each of the six mailings was made to a full list of 2,000 at a total cost of $1,430.88, and the station reports several new contracts signed as a result.

This, of course, is only one of many station mailings which have been notably well done. Without attempting to get a complete list of stations who have done direct mail advertising effectively, the following may be enumerated as having forwarded attractive pieces for this committee's inspection: WJAR, WKY, WPTF, WRVA, WSMB, WWJ, WOL, WJR, KQV, WBT, KHJ, WOR, WJAG.

Approximately one hundred stations have made use of the broadcast trade papers, and these journals report that space orders are increasing annually. In 1927, Standard Rate and Data Service brought out a radio station supplement for rate information, and offered broadcasters an opportunity to use display space for information not included in regular listings. Full pages, third pages at the bottom of the page, and cover positions were at once utilized by dozens of broadcasters.

It is only proper that broadcasters should support these publications which have been waging a united battle against radio's enemies, and have likewise served as a forum for the best thought on problems relating to the industry. All of these publications have furnished me with testimonials from station executives declaring that they have had immediate results from many of their advertisements in these publications, although frankness compels me to say that it is generally difficult to trace immediate or direct response to the type of generality copy which ordinarily is preferred by advertisers. Unquestionably, however, this advertising is profitable if properly and continually done.

While this report is not intended as a testimonial for trade publications, it can readily be seen that increased patronage of these publications will result in a larger and improved service to the industry through the employment of more specialized personnel to cover news of the industry.

Press Displays

OCCASIONALLY, space has been taken by radio stations in their daily newspapers to advertise important events. Few stations have made consistent use of this form of advertising because the cost would bankrupt the average station. A few stations have taken small space daily to advertise feature programs for a short period of time, but in most cases this has been dropped.

Station WXYZ, Detroit, has periodically devoted five or six inches in the Detroit newspapers calling attention to a half dozen of the station's local features for the day. This has had beneficial results, but it is largely agreed among broadcasters I have talked with that the volume of local and spot advertising still is not great enough to maintain a daily schedule of newspaper space for the sole purpose of getting listeners.

Broadcasting stations for many years have almost unanimously encouraged the use of newspaper space in conjunction with radio programs of advertisers calling attention to the advertiser's programs. Hundreds of thousands of dollars are now employed by national advertisers in running spot-

(*Continued on page 34*)

XUM

Official Registration at Tenth Annual Convention of NAB...

FOLLOWING is the official registration list of those attending the tenth annual convention of the NAB at the Hotel Chase, St. Louis, Nov. 13-16:

Adler, Ben, RCA Victor Co., Dallas.
Andrews, F. L., KDKA, Pittsburgh.
Armstrong, R. W., A. T. & T. Co., New York.
Arnoux, Campbell, KTHS, Hot Springs, Ark.

Bailey, Stuart L., Jansky & Bailey, Washington.
Baker, I. R., RCA Victor Co., Camden, N. J.
Bellows, H. A., WABC and CBS, New York.
Bennett, Robert W., KFRU, Columbia, Mo.
Benson, L. A., WIL, St. Louis.
Berkeley, K. H., WRC, Washington.
Bidwell, Bert, WHB, Kansas City.
Bill, Edgar L., WMBD, Peoria, Ill.
Billings, Ford, KSTP, St. Paul.
Bisbee, F. C., Electric Research Products, Inc., New York.
Blair, F. B., KMBC, Kansas City.
Bliss, S. H., WCLO, Janesville, Wis.
Blossom, R. D., WFBM, Indianapolis.
Bonebrake, Matthew, WKY, Oklahoma City.
Bowen, Scott Howe, WIBX, Utica, N. Y.
Boynton, Stanley G., WJR, Detroit.
Brennan, H. J., WJAS, Pittsburgh.
Bricker, Geo., WMCA, New York.
Bridges, W. C., WEBC, Superior, Wis.
Brisbin, M. M., RCA Victor Co., Camden, N. J.
Buckwalter, Isaac Z., WGAL, Lancaster, Pa.
Burke, C. G., WDAY, Fargo, N. D.
Burke, Rev. Wallace, S.J., WWL, New Orleans.
Bush, James L., WDZ, Tuscola, Ill.
Butcher, Harry C., WJSV and CBS, Washington.
Butler, Burridge D., WLS, Chicago.

Caldwell, Louis G., WGN, Chicago (Washington).
Callaway, Joseph, WKBH, La Crosse, Wis.
Campbell, Martin, WFAA, Dallas.
Carrell, C. L., WBBZ, Ponca City, Okla.
Carpenter, H. K., WPTF, Raleigh.
Chambers, Joe, WLW, Cincinnati.
Chatterton, Charles O., KGW, Portland, Ore.
Cherrington, E. M., KFEQ, S. Joseph, Mo.
Chilton, A. L., KRLD, Dallas.
Church, Arthur B., KMBC, Kansas City.
Codel, Martin, Broadcasting Magazine, Washington.
Cogley, E. V., WLBW, Erie, Pa.
Convey, Thomas Patrick, KWK, St. Louis.
Cook, S. H., WFBL, Syracuse, N. Y.
Corcoran, Rev. Chas. T., WEW, St. Louis.
Cory, W. A., Employers Reinsurance Corp., Kansas City.
Cosby, Clarence G., KWK, St. Louis.
Coulson, W. S., WHAS, Louisville.
Cowles, Gardner, Jr., WIAS, Ottumwa, Ia.
Crain, K. C., Advertising Age, Chicago.
Crane, Ruth F., WJR, Detroit.
Craney, E. B., KGIR, Butte, Mont.
Cunningham, F. W., Western Electric Co., New York.

Damm, W. J., WTMJ, Milwaukee.
Darragh, Nelson R., KMOX, St. Louis.
Davis, Don, WHB, Kansas City.
Davis, W. B., Electrical Research Products, Inc., New York.
Dyer, Gene, WGES, Chicago.

Earl Guy, Jr., KNX, Los Angeles.
Eaves, A. J. E., Graybar Electric Co., New York.
Ehresman, Ralph, WMBD, Peoria, Ill.
Elliott, Frank W., Davenport, Ia.
Ellis, Girard, Chicago.
England, John A., KFPW-KUOA, Fort Smith, Ark.

Fellers, E. A., Mantle Lamp Co., Chicago.
Fetzer, John E., WKZO, Kalamazoo.
Fitzpatrick, Leo, WJR, Detroit.
Flamm, Donald, WMCA, New York.
Foeller M. F., A. T. & T. Co., St. Louis.
Fontelieu, T. J., WSMB, New Orleans.
Foote, Ernest B., World Broadcasting System, New York.
Foster, A. S., WWL, New Orleans.
Foster R. D., KGBX, Springfield, Mo.
Fox, J. Leslie, WSM, Nashville.
Fox S. S., KDYL, Salt Lake City.
Free, James L., Free & Sleininger, Inc., Chicago.

Gammons, E. H., WCCO, Minneapolis.
Gavin, T. W., WEBC, Duluth, Minn.
Gedge, W. Wright, WMBC, Detroit.
Geddes, Bond, Radio Manufacturers Ass'n., Chicago.
Gillin, John J., WOW, Omaha.
Gish, E. B., KGRS, Amarillo, Tex.
Glade, Earl J., KSL, Salt Lake City.
Gleason, W. J., KHJ, Los Angeles.
Gluck, E. J., WBT, Charlotte, N. C.
Goldenburg, Henry E., WHB, Kansas City.
Gove, Edw. L., WHK, Cleveland.
Grubb, Al Gayle, WKY, Oklahoma City.
Guider, John W., KFAC-KFVD, Los Angeles (Washington).
Gurney, J. C., WNAX, Yankton, S. D.

Halley, Dr. Geo. E., KMBC, Kansas City.
Hamlin, Edw. W., KSD, St. Louis.
Harkness, W. E., Electric Research Products, Inc., New York.
Harrison, A. F., Consolidated Press Ass'n., Washington.
Hart, G. A. D., KWK, St. Louis.
Hedges, William S., WMAQ, Chicago.
Henges, W. E., Graybar Electric Co., St. Louis.
Henry, A. B., WIL, St. Louis.
Henry, John, KOIL, Omaha.
Hirsch, Oscar C., KFVS, Cape Girardeau, Mo.
Hoffman, Phil, WIAS-KWCR-KSO, Ottumwa, Ia.
Hohenstein, Rev. H. H., KFUO, St. Louis.
Hollister, Herbert, WLBF, Kansas City, Kan.
Holliway, Harrison, KFRC, San Francisco.
Howlett, E. S., WAIU, Columbus, O.
Howlett, M. A., WHK, Cleveland.
Hubbard, Stanley, KSTP, St. Paul.
Hutchinson, W. E., WAAF, Chicago.

Jansky, C. M., Jr., Jansky & Bailey, Washington, D. C.
Jaquier, L. L., WFIW, Hopkinsville, Ky.
Johnson, J. A., WTAX, Springfield, Ill.
Junkin, Geo., American Broadcasting System, New York.

Kaletzki, C. H., Empire Radio Features Syndicate, Syracuse, N. Y.
Kaufman, J. L., WCAE, Pittsburgh.
Kay, Lambdin, WSB, Atlanta, Ga.
Kendrick, A. J., World Broadcasting System, New York.
Kendrick, D. E., WFIW, Hopkinsville.
King, Gerald, KFWB, Los Angeles.
Klaner, Fred, Scott Howe Bowen, Inc., Chicago.
Korab, Frank H., KMMJ, Clay Center, Neb.

Lafount, Harold A., Federal Radio Commission.
Launder, Ray S., Broadcast Reporter.
Levy, I. D., WCAU, Philadelphia.
Lochman, Walt, KGBX, Springfield, Mo.
Lottridge, J. Buryl, KFBI, Abilene, Kans.
Loucks, Philip G., NAB, Washington.
Lucy, C. T., WRVA, Richmond, Va.
Lyons, J. Thomas, WCAO, Baltimore.

MacArthur, Peter, WOC-WHO, Davenport, Ia.
Maland, Joe, WOC-WHO, Davenport, Ia.
Martin, J. L., WDAG, Amarillo, Tex.
McCormack, John C., KTBS, Shreveport, La.
McCosker, Alfred J., WOR, Newark.
McCury, R. G., Graybar Electric Co., Kansas City.
McElhiney, G. W., Jr., McElhiney & Associates, St. Louis.
Meighan, Howard S., Scott Howe Bowen, Inc., New York.
Melrose, Grant, WJAY, Cleveland.
Merquelim, J. A., Western Electric Co., New York.
Meyer, P. J., KFYR, Bismarck, N. D.
Meyers, C. J., WGN, Chicago.
Morency, P. W., WTIC, Hartford.
Mullen, Frank E. NBC, Chicago.
Musselman, B. Bryan, WCBA, Allentown, Pa.

Nickels, R. W., KFRU, Columbia, Mo.
Northcutt, Stanley F., WBCM, Bay City, Mich.
Northup, Mrs. E. D., WSPD, Toledo.
Northup, E. D., WSPD, Toledo.

O'Fallon, Gene, KFEL, Denver.
Oury, Paul, WPRO, Providence.

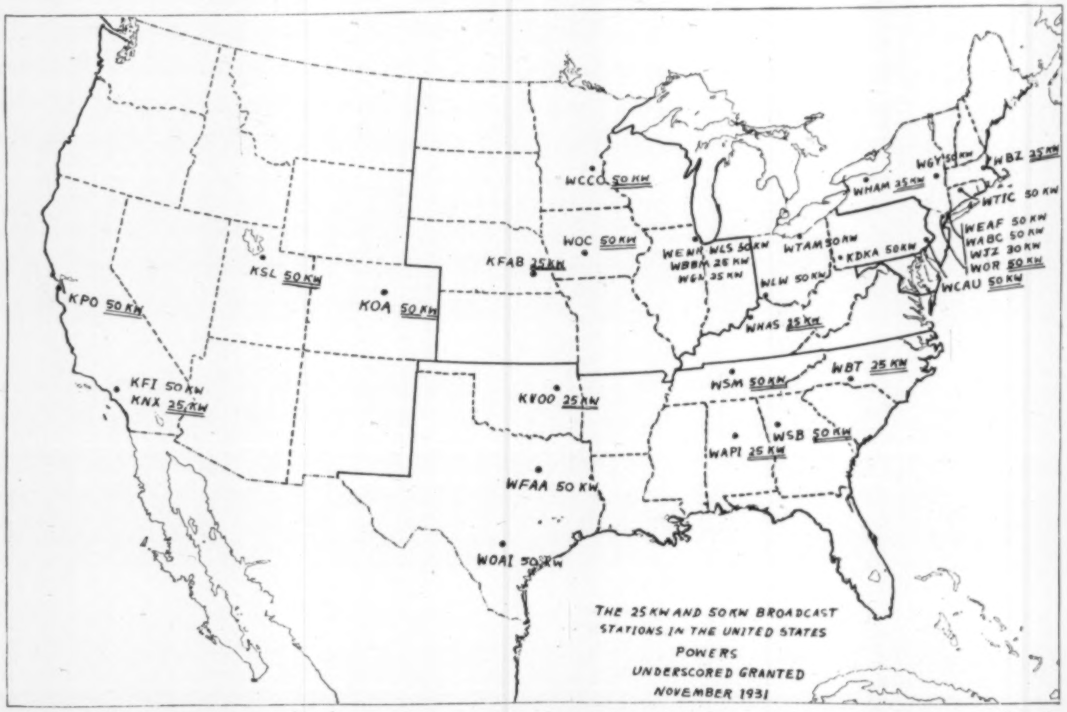
Pape, W. O., WAPI, Birmingham.
Patt, John F., WGAR, Cleveland.
Peck, H. M., WKY, Oklahoma City.
Petry, Edward, New York.
Phillips, C. F., WFBL, Syracuse, N. Y.
Powell, H. J., KGGF, Coffeyville, Kan.
Price, C. U., KFH, Wichita, Kan.
Pyle, K. W., KFBI, Abilene, Kan.

Quarton, Sumner, D., KWCR, Cedar Rapids, Ia.

Rambeau, William G., Chicago.
Read, H. C., A. T. & T., New York.
Reineke, E. C., WDAY, Fargo, N. D.
Richards, G. A., WJR, Detroit.
Riggins, Ed. S., KMJ-KFBK, Fresno, Cal.
Robertson, R. B., Broadcast Advertising, Chicago.
Roseler, Geo., KFAB, Omaha, Neb.
Russell, F. M., WEAF, New York.
Ryan, Quin, WGN, Chicago.
Ryan, J. H., WSPD, Toledo.

Schilling, John T., WHB, Kansas City.
Searle, Don, KOIL, Omaha.
Sears, A. T., A. T. Sears & Sons, Inc.
Sears, B. H., A. T. Sears & Sons, Inc.
Segal, Paul M., KDYL & KLZ, Salt Lake City (Washington).
Sharman, Mrs. Olive, WJR, Detroit.

(*Continued on page 29*)



HIGH POWER EXTENDS—With most of the stations granted maximum powers a year ago now on the air or shortly to go on the air with their new 50 kw. and 25 kw. transmitters, this map, by the Federal Radio Commission, shows the relative locations of all the American high power stations.

North American Wave Parley Necessitated by Madrid Action

U. S., Canada, Mexico and Cuba Agree on Plan For Regional Pact; Parley Adjourns Soon

A NORTH American conference on redistribution of wave lengths and possible acquisition of certain long waves for broadcasting will be held within the next year by reason of the action of the International Radio Conference at Madrid Nov. 24 sanctioning reservations for regional agreements on the proposed widening of the broadcast band below 550 kc. This action broke the deadlock that had existed since the conference opened last September, due mainly to the opposition of American government and marine interests. The conference ended its radio work Nov. 24.

Following the lead of Europe, the North American nations asked for the same privileges assumed by the former in their reservation to use certain bands between 150 and 550 kc. for broadcasting, to be decided upon at a continental conference next May. In other words, the whole project for use of the long waves for broadcasting on this continent, as in Europe, is left to a conference of the nations involved.

Although hamstrung by lack of definite instructions from the State Department, the United States delegation, after overtures from Canada, Mexico and Cuba, made the motion that, in effect, reserves the right for regional consideration of use of long waves on this continent.

U. S. Motion

"THE NORTH American nations," the motion stated, "will probably meet during 1933 to revise, where necessary, the existing regional agreements among the nations of that continent. This regional conference will be called upon to solve problems in broadcast allocation which are as difficult as any now facing the forthcoming European conference.

"The countries of North America wish to point out that they reserve to themselves the same rights and privileges as are assumed by European nations by their protocal which has been drawn up a Madrid, if it should be found necessary to use such privileges."

As the way is paved for the use of long waves on this continent chances of more serious encroachment upon U. S. channels used at present are lessened. But at the forthcoming North American conference it is presumed that the opposition forces, led by Capt. S. C. Hooper, director of Naval Communications, will continue to resist any plans to widen the band for broadcasting.

In a cable to Louis G. Caldwell, Washington radio attorney, who recently returned from Madrid where he was NAB representative, Raymond Braillard, chief of the technical committee of the International Broadcasting Union, explained that the final agreement reached on allocations in Europe was that the band from 160 to 225 kc. should be reserved for broadcasting, with the way open for "departures" in the band 150 to 550 kc. This action was taken over the strenuous objections of marine interests. The question of how many of the additional waves will be used for broadcasting was left to the decision of a European conference next May. The U. I. R. was asked to arrange the plan for this conference, and Mr. Braillard, strong protagonist of long wave broadcasting, will figure prominently in it.

150 to 550 kc. Open

THE NORTH American nations accepted the treaty but reserved the right to decide at a regional conference the extent to which long waves between 150 and 550 kc. should be used on this continent. Australia, New Zealand, British India and British South Africa followed suit. Russia, which favored a complete reallocation of services, probably will use channels from 150 to 285 kc. and 340 to 420 kc. in addition to the regular band.

In some quarters the view was expressed that at the North American conference, neighboring nations will insist that the United States accept certain long waves in exchange for equivalent channels in the present band.

Sponsored New Zealand Program Put On KSTP

RECEPTION reports are now being received by E. P. Shurick, manager of the Minneapolis studios of KSTP, St. Paul, on the sponsored program staged on that station in October by the Germania Tea Co., Minneapolis, (herb tea) for the purpose of stimulating its export market in New Zealand. Program was staged at 1 a.m,. which is 6:30 p.m., New Zealand Time, and featured greetings by Governor Olson of Minnesota, a message from the state university and music. It was paid for at regular night card rates, the sponsoring company determining to experiment with radio, which it uses extensively in this country, to determine whether it can help boost export sales. Cooperation of the New Zealand DX-Club and announcements in the newspapers were enlisted to insure audience.

WIDENING LAUDED

Proposed Long Wave Extension Held Sound by Jansky

Mr. Jansky

BASED ON quantitative data procured during the last year on the relative effectiveness of different broadcast frequencies, C. M. Jansky, Jr., consulting radio engineer of Washington, declared in an address before the NAB convention in St. Louis Nov. 14 that the proposal for extension of the broadcast band into the long waves is sound.

All other things being equal, Prof. Jansky said his researches indicated that a station of given power at a given location performs better service on a lower frequency. The information was regarded as timely in view of the current discussion at Madrid for widening of the broadcast band and the likelihood that, should it be approved, a number of long waves below 550 kc. will be available to this continent for broadcasting.

In minute detail Prof. Jansky outlined to the convention the various factors that must be considered in arriving at such a deduction. He pointed out that stations on the higher frequencies are not necessarily limited in their service as compared with those on lower frequencies.

"It is only when all other factors are equal, as they rarely are in our present system, that the superiority of the lower frequencies is axiomatic," he asserted.

DON E. GILMAN, vice president and Pacific division manager of NBC, expects to spend a total of $1,000,000 on sustaining talent during 1933, and a $500,000 on artists for sponsored periods.

NAB Representative Presents the Case for Long Wave Broadcasting . . .

Mr. Caldwell

A TREATY providing for enlargement of the broadcast band on a basis that will be only partly satisfactory to the United States was predicted by Louis G. Caldwell, Washington radio attorney, in an address at the NAB convention in St. Louis Nov. 15. Mr. Caldwell was the NAB representative at the International Radio Conference held at Madrid, where the matter of treaty revision is being discussed, and had returned to this country only a week before he delivered the address.

In reviewing the international broadcasting problem, Mr. Caldwell built a strong technical case for widening of the band into the long waves as a means of alleviating congestion on the North American continent. While the Madrid conference has been in virtual deadlock on the allocation question since it began its sessions Sept. 3, he said that recent cable reports indicate that some kind of a treaty will emerge. Even after such a treaty is signed and sealed, he asserted, there will be a fight on the North American problem of allocations.

Sees Chaos Looming

FAILURE to effect a treaty, Mr. Caldwell declared, might precipitate a radio "war" which would bring chaos into the ether far worse than the "nightmare period in the United States in the fall of 1928, just before the Radio Act was enacted." The specific issue on allocations, he said, is how much, if any, increase shall be made in frequencies allocated to broadcasting the world over, particularly below 550 kc. Thrown into the controversy are fixed services, ship services, aircraft services, military services and broadcasting.

Broadcast enlargement is still a much more serious and difficult problem in Europe than elsewhere in the world, he said, but recent events have demonstrated that it is also a North American issue, with Canada, Mexico and Cuba openly espousing it. Lack of instructions from the State Department prevented the American delegation from joining the movement, although individually the delegates approved the proposal.

Citing European experience in using long waves for broadcasting, Mr. Caldwell said that frequencies below 550 kc. are better for broadcasting than frequencies above, and that the higher the frequency the less useful it is for broadcasting. A given amount of power will provide far greater coverage on a lower frequency than on a higher wave, he said.

Statistical Examples

AS A SPECIFIC example, Mr. Caldwell declared that 50 kw. on 1,500 kc. will furnish a signal of one millivolt about 42 miles from the transmitter in the daytime. The same power on 150 kc. will send the same signal strength about 558 miles from the transmitter during daytime. He asserted that the lower frequency is about 13 times as good as the higher in this case. Frequencies between the two extremes vary as might be expected, gradually increasing from the 42-mile average to the 558-mile coverage.

Regarding night coverage, Mr. Caldwell said that fresh coverage at greater distances is possible due to the sky wave. Even assuming that the sky wave on 150 kc. reaches as great a distance as the sky wave on 1500 kc., which he said is by no means true, the attorney declared the sky wave service is erratic and marred by fading. More important, however, is the fact that fading occurs only a few miles from the transmitter on 1500 kc., whereas the fading wall is something like 300 miles or more from the transmitter on 150 kc. Furthermore, he declared, fading is much more rapid and annoying on the higher frequencies.

Ground Wave Importance

"IT IS unnecessary for me to tell you that, at least in the present state of the art, a broadcasting station must rely mainly on its ground wave for coverage," Mr. Caldwell continued. "It cannot sell very much freak distance coverage or very many fading areas

(*Continued on page 28*)

Newspaper Association Probes Problems of Radio vs. Press

Nation-Wide Committee Embraces Each State; Use of A. P. Service on the Air Blamed

DECISION of the Associated Press board of directors to allow the radio networks to broadcast the recent national election returns, acting upon the authority of a 1925 resolution of the A.P. membership permitting the broadcasting of news of "transcendant importance," apparently has precipitated the action of the American Newspaper Publishers Association in appointing a nation-wide committee of publishers to consider the whole problem of radio and the press.

The committee is to serve as an auxiliary of the A. N. P. A. radio committee, which is headed by E. H. Harris, of the RICHMOND (Ind.) PALLADIUM & ITEM. Mr. Harris is the successor of Elzey Roberts, publisher of the ST. LOUIS STAR-TIMES, who resigned last fall in disgust because the A. N. P. A. convention would take no definite stand on radio due, as he said, to the numerous newspaper publishers themselves owning radio stations or working in friendly cooperation with radio.

Committee's Purpose

SINCE his resignation, incidentally, Mr. Roberts has affiliated his newspaper with KMOX, high power St. Louis station, furnishing news flashes over the station in exchange for space devoted to radio in his newspaper.

The A. N. P. A. committee, according to Mr. Harris, will gather information "for the purpose of general dissemination to publishers and of determining the attitude and desires of the press as a whole with relation to the constantly changing methods of distribution of intelligence." Mr. Harris added:

"A study will be made of the ways and means of protecting the press against any elements of unfair competition and preserving the general welfare of the public * * * The committee does not propose to attempt to commit publishers to either side of any controversial matters such as questions of government ownership, monopolies, etc., but it does conceive its main objective to be the dissemination of all available information in order that publishers may be fully informed of developments as a basis for the formation of opinions, and it seeks all information which will enable it to function in accordance with the general and enlightened opinions of the publishing industry."

The State Chairmen

STATE CHAIRMEN have been designated, and in each state a committee of three publishers will function, one of whom is to be a publisher owning or operating a radio station. Presumably, in those states where no newspaper-owned radio station exists, a newspaper having a satisfactory affiliation with radio will be represented on the committee.

Of the state chairmen named, seven are publishers owning or operating or corporately affiliated with radio stations. They are designated in bold-face type in the listing below:

ALABAMA—R. B. Chandler, Mobile Press-Register

ARIZONA—Charles A. Stauffer, Phoenix Republic-Gazette

ARKANSAS—J. S. Parks, Fort Smith Times-Record

CALIFORNIA—Neil R. Murray, El Monte Herald

COLORADO—C. M. Hamlin, Colorado Springs Gazette

CONNECTICUT—John Rolfe, Hartford Times

DELAWARE—William F. Metten, Wilmington Every Evening

FLORIDA—C. C. Carr, St. Petersburg Times

GEORGIA—H. V. Jenkins, Savannah News-Press

IDAHO—Margaret C. Ailshie, Boise Statesman

ILLINOIS—A. W. Shipton, Springfield State Journal

INDIANA—Oscar Foellinger, Fort Wayne News Sentinel

IOWA—R. R. O'Brien, Council Nonpareil

KANSAS—F. E. Milligan, Fort Scott Tribune-Monitor

KENTUCKY—J. T. Norris, Ashland Independent.

LOUISIANA—Arthur Newmyer, New Orleans Item-Tribune

MAINE—L. B. Costello, Lewiston Sun

MARYLAND—Joseph B. Finnan, Cumberland Times

MASSACHUSETTS—Irving E. Rogers, Lawrence Eagle-Tribune

MICHIGAN—L. I. Noyes, Ironwood Globe

MINNESOTA—Fred Schilplin, St. Cloud Times

MISSISSIPPI—T. M. Hederman, Jackson Clarion-Ledger

MISSOURI—Wm. Southern, Jr., Independence Examiner

MONTANA—O. S. Warden, Great Falls Tribune

NEBRASKA—Frank D. Throop, Lincoln Star

NEVADA—R. C. Stitser, Winnemucca Star

NEW HAMPSHIRE—J. A. Muehling, Manchester Union

NEW JERSEY—Harry Haines, Patterson News

NEW MEXICO—T. M. Pepperday, Albuquerque Journal

NEW YORK—Arthur D. Hecox, Albany Knickerbocker-Press

NORTH CAROLINA—Curtis B. Johnson, Charlotte Observer

NORTH DAKOTA—N. B. Black, Fargo Forum

OHIO—C. A. Rowley, Ashtabula Star-Beacon

OKLAHOMA—L. M. Nichols, Bristow Record

OREGON—O. L. Price, Portland Oregonian

PENNSYLVANIA—Walter W. Krebs, Johnstown Tribune

SOUTH DAKOTA—Charles H. J. Mitchell, Huron Huronite

TENNESSEE—Walter C. Johnson, Chattanooga News

TEXAS—Frank G. Huntress, San Antonio Express & News

UTAH—J. F. Fitzpatrick, Salt Lake City Tribune-Telegram

VERMONT—L. B. Noble, Rutland Herald

VIRGINIA—Major Powell Glass, Lynchburg News & Advance

WASHINGTON—W. H. Cowles, Spokane Spokesman-Review

WEST VIRGINIA—Col. J. H. Long, Huntington Advertiser & Herald

WISCONSIN—Clough Gates, Superior Telegram

WYOMING—W. I. N. Cox, Cheyenne Tribune

G. E. ASKS ADVERTISING IDEAS

Prizes Offered for Listener Proposals on Improving Commercial Phases of Radio Programs

A UNIQUE contest that should work to the benefit of all sponsors and stations in sounding out public opinion on what is wanted in the way of radio advertising credits was launched Nov. 21 by General Electric Co. in a new series over the NBC-WEAF network. The topic is "How Advertising Over the Radio Can Be Improved", and the contest runs daily except Wednesdays and Sundays for four weeks, with prizes in merchandise valued at about $1,000 awarded for the best letters each week.

The series is intended to develop new ideas for sponsored programs, as well as draw the public into G. E. merchandise outlets to get contest blanks and build good-will. It is the first attempt of the kind ever undertaken to get a cross-section of public opinion on radio advertising, and the whole industry, naturally, will be interested in the result. It is presumed that the sentiments expressed by the public will be reflected in future G. E. programs.

The series will be split into four separate contests, each promoting a particular division of the company. The initial contest, which ran the week of Nov. 21, featured the Hotpoint Range Division, with 25 prizes offered. The second contest, during the second week, featured refrigeration, with six refrigerators as the awards. The third week was sponsored by the appliance division and the fourth by the lamp division.

Heywood Broun, New York newspaper columnist, is conducting the contest. He inaugurated it with a talk on radio advertising in which he pointed out that American radio is reputed to be the finest in the world because of sponsored programs and because American industry is willing to supply the royalty of the amusement marts for the privilege of advertising its goods. He made reference to criticism of advertising in programs and solicited the opinions of listeners on how such advertising might be improved.

Handled by Batton, Barton, Durstine and Osborn, Inc., the program also features as guest speakers such notables as Albert Payson Terhune, Hendrick Willem Van Loon, John Erksine and Emily Post.

Elder's CBS Report Shows 1932 Gains Of Radio Products

Progressive Pull of Broadcast Advertising Demonstrated

A TOTAL SALES gain of 35.1 per cent for all radio-advertised products in radio homes, as compared with non-radio homes, is shown in an analysis made by Prof. Robert F. Elder, of the Massachusetts Institute of Technology, for CBS, covering effectiveness of radio advertising in 1932.

A sequel to the Elder report of last year, the new survey shows convincingly the progressive increase in radio's "pull" as an advertising medium since the 1931 survey showed a total gain of 29.3 per cent for all radio-advertised products in radio homes as compared with non-radio homes. Based on questionnaires sent to housewives in ten leading markets, the analysis shows that, without exception, every group of radio-advertised products gained in radio homes and that every group of products not on the air showed corresponding losses. Broken down into individual brands, 23 of the 25 radio-advertised products showed consistent gains.

12.7 Per Cent Response

THE SURVEY was conducted during June, covering programs on the air during the preceding six months, and is published in an elaborate book just issued by CBS. Dr. Elder, in his report to CBS, said the method used was identical with that followed in the first analysis made in April, 1931. A questionnaire on a business reply card, with an accompanying letter, was mailed to each of 50,000 housewives whose names were taken at random, 5,000 from each of the latest telephone directories of Baltimore, Boston, Buffalo, Chicago, Los Angeles, Minneapolis, Philadelphia, Providence, Syracuse and Toledo. Of the total mailed out, 6,359 or 12.7 per cent were returned. Of these, 5,977 or 12 per cent of the total were usable.

Nine products—toothpastes, shaving soaps, toilet soaps, scouring powders, flours, shortenings, cigars, cigarettes and collars—were selected as typical categories meeting all of the requirements thought necessary to conduct the survey.

Products Which Gained

THE RESULTS showed that radio-advertised brands of toothpastes made a 45.1 per cent gain of users in radio homes; shaving soaps, 78.4 per cent; toilet soaps, 8.3 per cent; scouring powders, 13.4 per cent, flours, 14.8 per cent; shortenings, 24.9 per cent; cigars, 56.9 per cent; cigarettes, 19.7 per cent, and collars, 64 per cent. Dr. Elder explained that the figure given as "percentage gain" represents the proportion of users of all radio advertised brands of the article in radio homes minus the proportion of users of the same brands in non-radio homes.

The analysis showed also that

(*Continued on page 26*)

XUM

The Missouri Pacific Finds Radio Pays

By E. H. McREYNOLDS
Director of Publicity-Advertising
Missouri Pacific Lines

Program Portrays Railroad Building Up the Southwest; Fan Letters Prove Feature is Creating Good-Will

OUR ISSUE of Nov. 15 carried the success story of the Chesapeake & Ohio Railway's use of radio advertising. This article relates a similar experience and equal enthusiasm on the part of a great midwestern railway. Again it is a case of building goodwill as well as attracting passenger and freight traffic. This program is based upon the lure of travel that stirs in the breast of almost all listeners, and commercial announcements are minimized. If this and the preceding testimonial can't sell railway radio advertising, the prospects are well nigh hopeless.

WHEN the Missouri Pacific Lines decided to go on the air, a careful survey was made as to the potential listeners in relation to the story we had to convey. We knew that the millions of private vehicles in the United States had put a definite crimp in local, short-haul passenger traffic, and for that reason our hopes for business must be based on de luxe long-distance travel and freight. Therefore, our field was the potential travelers on a railroad.

KMOX, St. Louis, with its coverage all through the southwest where the Missouri Pacific Lines extend is an ideal medium to carry the message that the Missouri Pacific is more than a service institution. That, by the way, is our opening slogan for the program that was finally selected. We wanted to convey the idea that our railroad not only serves the various communities but it is an important factor in their upbuilding.

Selecting the Program

KEEPING this point in mind, we chose a serial type of program which would make the regions and sections as well as the cities realize that we were doing something for them. We were striving for continued interest. Working with the staff of KMOX and through courtesies extended us by the Columbia Broadcasting System, we are enabled to get just the type of program we wanted.

The program, titled "A Citizen of the Southwest", with accompaning lilting and harmonious music, suited our purpose. "The Citizen", who is heard every night, speaks with authority of the cities to which he takes his imaginary passengers. He maintains a romantic and mysterious identity and thus appeals to the fanciful imaginations of his listeners. He recounts historic backgrounds, economic possibilities, untold beauties of each section, and in so doing cleverly interweaves the thought of the part that the Missouri Pacific has played in making the region occupy the position that it does.

Brief Announcements

OUR COMMERCIAL talks are brief; the announcer's voice is contrasted with the low musical tones of "The Citizen", and the music is as fine as any that can be heard on the air. We realize that showmanship is the essential part of any successful program and base the talks and related events upon that idea. We have had few criticisms of any kind of the program, and the praise has been generous.

A single program to impress a region of our part in its development won't accomplish the purpose, and so we must keep revisiting the more important points and retelling the story from a new angle. Some cities are visited as many as 15 or 20 times with the ever-present purpose of making each listener realize what an interesting section the southwest is and to make each one think automatically of the Missouri Pacific in connection with those points. We want to make far-away places seem within reach and desirable.

That we are succeeding is evidenced by the letters of applause we get from the regions that we visit. Enthusiastic approval comes from the communities, from local chambers of commerce and from heads of leading institutions.

Building Good-Will

WHAT we have to sell, obviously, cannot be transmitted immediately into sales, for we have an intangible, de luxe commodity—service—to merchandise. We cannot estimate our success in volume of business as can the advertisers of toothpaste, but we can build up confidence. We can humanize our railroad via the air to the extent that our listeners and potential customers realize that the Missouri Pacific is an institution with a heart and a soul. We want them to know that we are doing something for them, that we are in reality 60,000 persons welded together with the aim of making friends with each person.

A railroad can be personal and we feel that we are making our listeners realize that. We had the germ of this idea several years ago and had a trial program for 30 days on KMOX. The time was not yet right for our type of program and so we bided our time. We have refused to take this depression sitting down and the very period of stress seemed to be a good one in which to establish our program. We have continued our programs of national advertising and were the only major railroad to carry on such a campaign last year.

A BOOSTER for radio—L. W. Baldwin, president, Missouri Pacific Lines.

Now we believe in radio advertising and we believe in advertising over KMOX. A single letter of the type that we receive is sufficient to convince us that we are accomplishing our purpose.

In each of the 15-minute programs we include a poem written by Sidney Warren Mase about the different phases of railroading. They glorify the different posts of a railroad man's life and humanize it to the 'nth degree. These are attractively reproduced and are sent out after each broadcast upon request. These requests have nearly swamped us, but the number of the letters that accompany them are gratifying and a further indication that we are succeeding.

We are getting over our message that we are "a service institution" and a human corporation. We are making the listeners realize that we are personally interested in our communities and the welfare and happiness of our patrons. Succeeding in that, the returns in volume of business will be forthcoming, we earnestly believe.

Standard Oil Program Divided Between Nets, Features Stellar Talent

THE FIVE STAR theater, jointly sponsored by Standard Oil of New Jersey, Pennsylvania and Louisiana and the Colonial Beacon Oil Co., made its air debut Nov. 28, beginning one of the most elaborate and comprehensive radio accounts ever signed. Both NBC and CBS figure in the series, scheduled for five nights a week for 13 weeks. Five separate programs are to be broadcast on successive nights. They will be heard over an NBC-WJZ network on Mondays, Wednesdays and Fridays at 7:30 p.m., EST, and over a CBS network each Tuesday and Thursday at 10 p.m., EST.

Groucho and Chico Marx, of the celebrated Marx Brothers, made their radio debut in the series of Monday night comedy sketches over NBC Nov. 28. Josef Bonime, directing a specially assembled symphony, presents the Tuesday night broadcasts over CBS, the first program featuring John Charles Thomas as guest soloist. Other guests will appear on succeeding Tuesdays.

The Wednesday night series, over NBC, will feature dramatized short stories, including the works of such authors as Rex Beach, Fannie Hurst, Ben Ames Williams and Ursula Parrott. On Thursdays, the Aborn Opera Company will present light operas, including a number of the popular favorites. The Friday program, over NBC, features the Charlie Chan (Chinese detective) stories of Earl Derr Biggers.

The McCann-Erickson agency, handling the account, held a party at the Waldorf-Astoria, Nov. 22, for the radio press to introduce to the newspapermen Groucho and Chico Marx.

"Radio Center"

"RADIO CENTER" is the name of a railroad station on the Chicago, Milwaukee & St. Paul Line. It was so named after the transmitter site of KSTP, about 17 miles from St. Paul, which is just opposite the station.

RCA and Associates Separate Under Consent Decree Terms

NBC, RCA Victor Among Subsidiaries Involved; Patent License Set-up Is Altered by Court

Mr. Sarnoff

RADIO Corporation of America and its various subsidiaries, including NBC and RCA Victor Co., become wholly independent in status by virtue of a consent decree entered by the Federal District Court at Wilmington, Del., Nov. 21, settling without prosecution the anti-trust suit instituted against RCA and a dozen associated and affiliated companies in May, 1930. Under the decree, General Electric Co. and Westinghouse Electric and Manufacturing Co. must divest themselves entirely of their present stock control of RCA.

Involved in the settlement is a realignment of the radio patent situation, in which some 4,000 patents, heretofore pooled in RCA under an exclusive arrangement, become non-exclusive. RCA, however, retains the right to continue to grant licenses to other manufacturers, not only under its own patents, but also under the patents of G. E. and Westinghouse and American Telephone & Telegraph Co., and to retain the royalties received from such licenses. Thus RCA continues to be the sole organization empowered to grant licenses to others under the radio patents of all the companies with which it was formerly associated, including until 1955 the patents of A. T. & T. and the two electric companies.

Period of Adjustment

UNDER the decree, two and one-half years are provided for adjusting the RCA's business to its new status. During that period, General Electric and Westinghouse are not free to manufacture radio devices under their newly acquired rights, except insofar as each of them may operate under its own patents. RCA under the decree can manufacture as well as sell transmitters and transmitting tubes which, under earlier agreements, were manufactured by the two electrical companies.

In a statement to stockholders, David Sarnoff, RCA president, emphasized that RCA, through its established subsidiaries and with its present personnel, will continue to function as heretofore in broadcasting, transoceanic communication, ship-to-shore communication, radio manufacturing and entertainment. RCA, he said, also receives patent rights and licenses for the manufacture and sale of radio devices useful in other than the generally recognized lines of radio business, and will be enabled to extend its manufacturing into new phases of the electronic arts.

While G. E. and Westinghouse immediately relinquish the exercise of their stock control over RCA, they are given three years in which finally to divest themselves of all their stock. Within three months, however, they must distribute ratably among their stockholders substantially one-half of their stock.

Debt Wiped Out

AN ITEM of nearly $18,000,000 currently owed by RCA to the electric companies was disposd of through purchase of the RCA Building in New York by G. E. at its present book value of $4,745,000 and through issuance to G. E. and Westinghouse of 10-year debentures in the amount of $4,255,000. As part of the readjustment, the balance of $8,938,733 is discharged by the two electric companies in consideration of the new agreement.

Simultaneously, announcement was made of a successful termination of negotiations with Rockefeller Center, Inc., by which commitments for broadcasting studios and office space undertaken when the Radio City project was conceived three years ago now have been reduced to the present requirements of RCA and its subsidiaries. The modifications of the Radio City leases in the amount of space to be occupied and the rentals to be paid, according to Mr. Sarnoff, are being readjusted through the issuance to Rockefeller Center of 100,000 shares of "A" preferred stock in RCA.

In a statement the Department of Justice, which instituted the RCA suit, said the decree embodies all the relief necessary to meet its objections. Should the decree be violated, the case automatically can be reopened and the defendants held in contempt. The defendants consented to the decree on condition that it would not constitute an admission or an adjudication that they had violated any federal law. Mr. Sarnoff said it is hoped that the ending of the litigation will have a salutary effect upon the entire radio industry and will stimulate research, advance the new service of which the laboratories give promise and pave the way for further industrial progress in radio and allied fields.

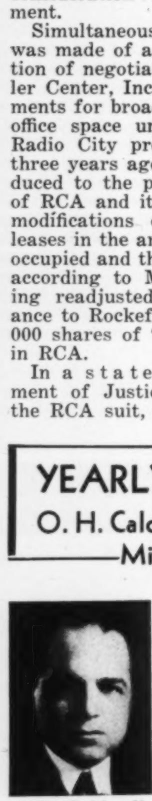
Oswald F. Schuette, copyright director of the NAB, who as representative of independent set manufacturers several years ago launched the battle against the RCA, called the consent decree "the greatest victory ever won in the court of public opinion, just as it is the largest combination that has ever been dissolved by the government of the United States."

WBMS Silenced

WBMS, Hackensack, N. J., was ordered off the air by the Radio Commission Nov. 29 in denying the application of Lloyd B. Marsh, receiver, for authority to continue operation. The station had been assigned one-fourth time on 1450 kc. with 250 watts, sharing with WHOM, Jersey City. WNJ, Newark, also assigned to the wave, on Nov. 21 was ordered deleted by the Court of Appeals of the District of Columbia, which sustained the Commission's decision refusing renewal. Thus, WHOM acquires three-fourths time, and the way is paved for full time operation through denial of the WBMS renewal.

YEARLY PROGRAM AWARDS URGED

O. H. Caldwell Suggests That RMA or Non-Radio Group Might Sponsor Contests to Aid Industry



Mr. Caldwell

AWARDS for the year's best programs, to stimulate improved production and to raise standards, were suggested by O. H. Caldwell, former Radio Commissioner, in an address Nov. 14 at the NAB convention in St. Louis. The donor might be the Radio Manufacturers Association or any other agency interested in exerting a powerful beneficial influence on radio programs at relatively small expense.

Substantial prizes in cash and other awards of distinction could be conferred by a group of distinguished laymen, not connected with radio but representing a variety of informed good taste, Mr. Caldwell suggested. Distributed among a membership like that of the RMA, he pointed out, the expense would be relatively small.

Pointing out that awards for excellence to announcers already have stimulated them to better work, Mr. Caldwell predicted that a plan for program awards would tend to improve the quality of broadcasting, would have a good influence on broadcasters, advertisers, advertising men and the listening public. He said some $50,000,000 a year is being spent on broadcast advertising.

"The only standards to guide the continuity writers are the lower limits set by the tolerance of listeners and broadcasting stations as to how much advertising 'the public will stand for,'" he added.

Mr. Caldwell, now editor of RADIO RETAILING and ELECTRONICS, called for cooperation between broadcasters and set manufacturers. Manufacturers, he said, are building circulation for broadcasters, and modern receiving sets perform remarkably in quality reproduction of programs. He declared that set sales are increasing and that apparently the radio trade is beginning to "round the corner".

In a graphic address, illustrated by slides, Mr. Caldwell reviewed the progress in industry being made by the electronic tube, or electric eye, which is the offshoot of the radio vacuum tube. He predicted that within the next few years the vacuum tube will be identified with "everything we do, see, eat or hear."

WIBO vs. WBBM; $900,000 is Asked

WBBM Denies Suit Charges In Formal Statement

THE FIRST damage suit ever instituted by one broadcasting station against another now is pending in the Superior Court in Chicago and involves a claim of $900,000 damages made by WIBO against WBBM, both of Chicago.

Filed Nov. 12, by the State Investment Co. and Nelson Bros., Inc., owners of WIBO, the declaration alleges that Ralph Atlass, Leslie Atlass, Thomas J. Johnson, the Johnson-Kennedy Radio Corp., and CBS, as interested parties in WBBM, "conspired to compel" the owners of WIBO "to sell or abandon the WIBO franchise and wave length". It is alleged further that the "conspiracy" began in August, 1929, following refusal by WIBO of an offer made in that month by WBBM and CBS to buy WIBO.

In a statement to BROADCASTING, Messrs. Atlass and Mr. Johnson said:

"There is absolutely no basis for this suit. It was begun without any notice to us and our first knowledge or indication of it came from the notices in the public press. The facts set up in the declaration are absolutely untrue. Inasmuch as we are unable to ascertain any grounds against us, we feel that the suit must have been activated for some foreign purpose. We will hasten the litigation to an early conclusion."

Among other things, WIBO charges that "false and malicious statements concerning the length of time WIBO would be permitted to operate" were circulated, and that advertisers were induced not to use WIBO "by representing that WIBO would soon be owned by other interests." The petition said that "false, slanderous and libelous information disparaging the quality of entertainment and performances broadcast over the air by the said radio station WIBO" were also circulated, "thereby unjustly and wrongfully injuring the worth and reputation of said radio station."

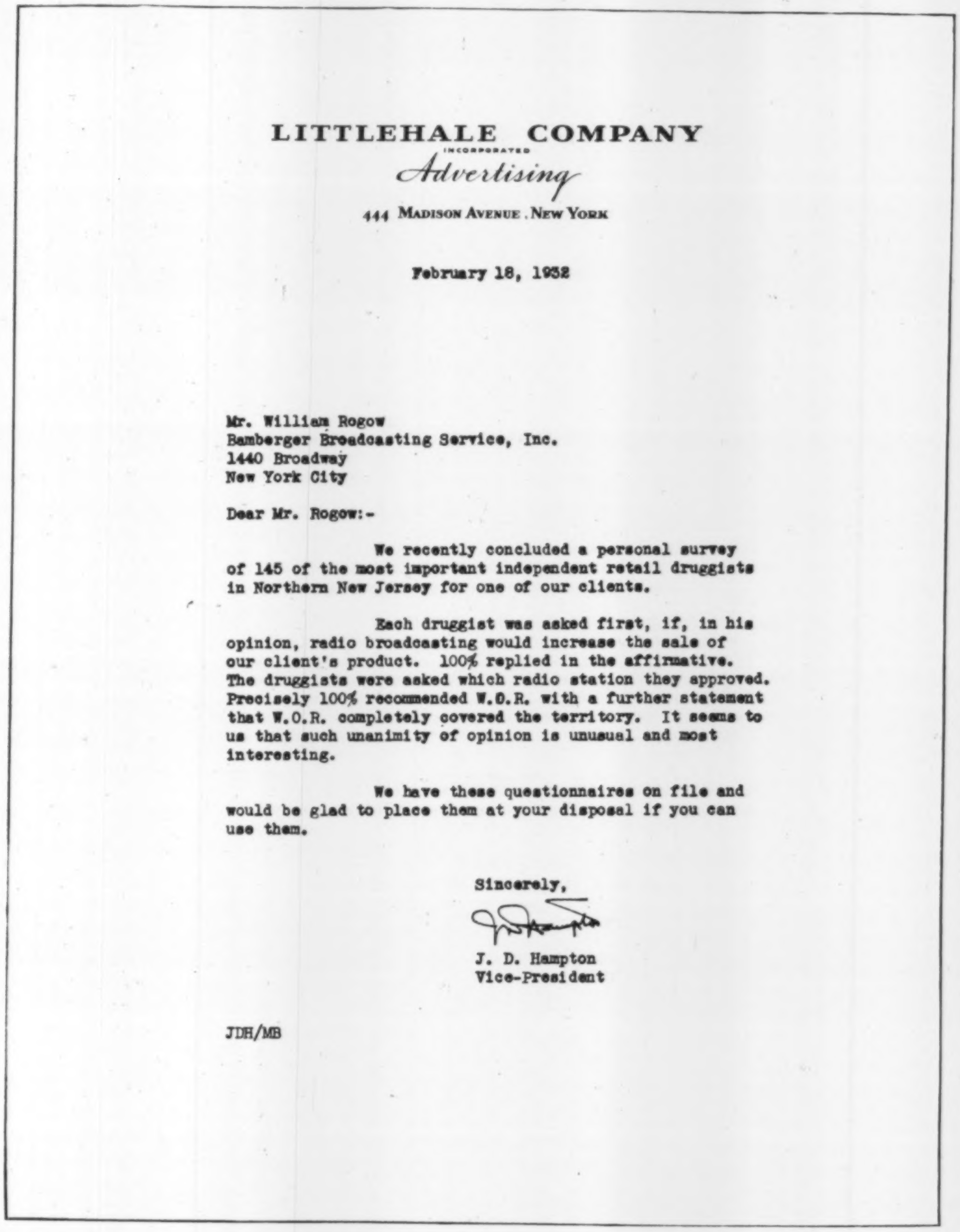
Operating on 560 kc. with 1 kw. night and 2½ kw. day, WIBO has been on the air since 1924. The station, along with WPCC, also of Chicago, now has an appeal pending in the Court of Appeals of the District of Columbia from a decision a year ago by the Radio Commission, ordering deletion of both stations and assignment of their facilities to WJKS, Gary, Ind. The Commission's decision was based on its quota regulations, Illinois being greatly overquota and Indiana underquota.

The Johnson-Kennedy Radio Corp. is the licensee of WJKS, while Ralph Atlass is listed as commercial manager.

Call Changes

A NEW addenda sheet to the call letter list issued Jan. 1 has been prepared by the Radio Commission, containing changes up to Nov. 1. Copies may be procured from the Commission or from BROADCASTING.

Similar results are the regular experience of WOR advertisers.



LITTLEHALE COMPANY
INCORPORATED
Advertising
444 Madison Avenue . New York

February 18, 1932

Mr. William Rogow
Bamberger Broadcasting Service, Inc.
1440 Broadway
New York City

Dear Mr. Rogow:-

We recently concluded a personal survey of 145 of the most important independent retail druggists in Northern New Jersey for one of our clients.

Each druggist was asked first, if, in his opinion, radio broadcasting would increase the sale of our client's product. 100% replied in the affirmative. The druggists were asked which radio station they approved. Precisely 100% recommended W.O.R. with a further statement that W.O.R. completely covered the territory. It seems to us that such unanimity of opinion is unusual and most interesting.

We have these questionnaires on file and would be glad to place them at your disposal if you can use them.

Sincerely,

J. D. Hampton
Vice-President

JDH/MB

WOR

America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

BAMBERGER BROADCASTING SERVICE, Inc.

NEWARK . NEW JERSEY

New York Office: 1440 BROADWAY . New York City

Chicago Office • William G. Rambeau • 360 Michigan Avenue • Chicago, Ill.

BROADCASTING

THE NEWS MAGAZINE *of*
THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR,
Advertising Manager

Published Semi-Monthly by
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Western Representative: Warwick S. Carpenter, 29 E. de la Guerra, Santa Barbara, Cal.

The RADIO BOOK SHELF

THREE new analyses of population, which, taken together with the 1930 radio and population census reports previously reviewed in BROADCASTING, furnish valuable new material for sizing up potential audience, have been issued by the U. S. Census Bureau and are available without cost there. One shows "Families by Value or Monthly Rental of Home, for Cities of 100,000 or More." Another shows "Families Classified by Number of Children Under 10 Years Old" in each state. The third is titled "Size of Family" and classifies them thus in each state.

NAB, 1933 Model

AN NAB big and strong enough to handle the job was worked out "on paper" at the St. Louis convention. But it is only a plan until placed in full effect.

The convention was the most enthusiastic meeting of broadcasters in the decade of NAB history. For the first time the rank and file seem to have awakened to the serious problems confronting the most regulated industry on earth. The thing that turned the tide was the copyright holdup. It made them see the light, and illuminated the danger signals that lie directly ahead, which can be thwarted only by united action of the industry.

It was only natural, therefore, that the convention should run somewhat wild. The 1933 program calls for a budget about four times the size of the $50,000 available for 1932. It might be impossible to carry the entire program into effect next year and do justice to it all. But the main organization plans must be perfected and the major steps taken.

In drafting Alfred J. McCosker for the presidency, the industry got the best available man. He has done big things in broadcasting. Without a network affiliation, he has established the outstanding independent station in the country. His training has been in the show business, in journalism and in broadcasting. His career has shown him a master in the art of diplomacy, a business man without a peer—and a gentleman who does honor to radio.

Surrounding Mr. McCosker as officers and directors of the new NAB are a distinguished group of representative leaders in broadcasting, operating every class of station. In the finish fight with ASCAP, he has as his lieutenant Oswald F. Schuette, whose reputation as a fighter is well known. Philip G. Loucks remains at the NAB helm in organization matters, continuing as managing director, after having received a justly deserved vote of confidence.

But there is one new man whom the industry seeks. By unanimous vote, the board of directors was instructed to appoint an overlord for the industry—a man of national reputation to serve as advisor and supreme counsellor, and to handle all of the industry's relations in matters of government and state. Names like Newton Baker, Al Smith and Governor Ritchie were mentioned from the floor of the convention. The question of salary didn't seem to matter.

The NAB board is considering the matter. It is trying to decide whether it should seek such an individual as director general, or whether it would be the better part of discretion to obtain an outstanding figure within the industry—one thoroughly conversant with broadcasting. It is going over the names of such men as Bellows and Hedges, who might be induced to leave their present posts, and of James W. Baldwin, young and capable secretary of the Radio Commission. There are arguments on both sides. A decision is expected before the end of the year.

Possibly the convention did bite off more than it can chew in the immediate future. But the framework for the kind of a structure that is needed has been laid. The program for 1933 is courageous and ambitious. Things that are to be done, with the industry following through as pledged, include carrying the copyright battle to its logical end, doing something about telephone line charges and turntable licenses, meeting legislative problems squarely and instituting sound business reforms.

Unless the NAB membership is increased substantially and the necessary funds provided, these projects will fail. Every broadcaster must pitch in and give to the new NAB the support it needs. If the NAB succeeds the institution of broadcasting succeeds.

Welcome Press Inquiry

NONE WILL WELCOME the fact-finding study of the American Newspaper Publishers Association more than the broadcasters. Though the determination to inquire into the proper relationship of radio and the press seems to have been born in the heat of resentment of certain publishers against the Associated Press' permission to allow the networks to broadcast the election returns last month, the statement of the A.N.P.A. committee's and auxiliary committees' purposes, as made by Chairman Harris, seems to indicate a fair-minded approach to this all-important subject.

It has been our contention from the start that there is a proper sphere of cooperation between radio and the press. They can work together, whether corporately affiliated or merely by working agreements, to their mutual advantage. Such cooperation now exists between newspapers and perhaps half the 600 odd broadcasting stations in the United States.

It is needless here to repeat what newspapermen have consistently attested—how radio can be used by newspapers to build circulation, promote prestige and sometimes even increase lineage. Occasionally, we have carried enlightening articles on the subject. We might refer specifically to the article by Walter J. Damm, promotion manager of the MILWAUKEE JOURNAL, in our April 15 issue, in which he discoursed on "Using a Station for Newspaper Promotion." Mr. Damm's newspaper, incidentally, was winner of the 1932 EDITOR AND PUBLISHER prize for the best newspaper promotional efforts of the preceding year.

Of course, it may be argued that the MILWAUKEE JOURNAL owns its own radio station, and that the scarcity of wave lengths renders it impossible for every one of the 2,000 or more dailies in the United States to own a radio station. The fact remains, however, that there is *time on the air* available for most of those newspapers and that the radio people are, in most instances, only too eager to cooperate with the press. All they ask in return is fair treatment at the hands of the press and a cessation of the constant radio-baiting that has been going on ever since radio came of age as a medium for the dissemination of information as well as entertainment.

The fact remains, too, that about 100 publishers have gone into radio on their own, some of them being pioneers in its development and many of them purchasing stations in recent years and months. Practically all of these publishers are wholehearted advocates of radio not only as adjuncts of their newspapers but as substantial businesses *per se.* We know of instances during this depression where the tail has actually been wagging the dog—where radio properties have been profitable enough to carry losing newspaper properties.

This magazine has several times published lists of newspaper owned and affiliated radio stations, a list that has increased considerably since we last carried it on April 15. It was gathered over several years with painstaking care, and it is, we have reason to believe, the only complete list extant of known ownerships and affiliations. We are now revising the list to bring it up to date, and it will be published again in our December 15 issue.

In the meantime, the editors of this magazine believe they express the attitude of the entire broadcasting fraternity in welcoming a fact-finding inquiry such as the A. N. P. A. has undertaken. Chairman Harris' statement indicates that it will be a fair inquiry, free from such vaporings as we have been hearing from Messrs. Davis of the VENTURA FREE PRESS, Roberts of the ST. LOUIS STAR and Stahlman of the NASHVILLE BANNER—not to forget Mr. Pew of EDITOR AND PUBLISHER. It does not, Mr. Harris says, have as its object government ownership of the radio, which is the only objective of Mr. Davis and his ilk. All the newspaper owners of radio stations, and by far the vast majority of the publishers of the country, would undoubtedly be the first to resist any movement toward that end.

Trained in journalism themselves, eager to see concord between radio and the press, convinced that a mutually beneficial alliance can be worked out, the editors of BROADCASTING pledge themselves to wholehearted cooperation with the A. N. P. A. inquiry, so long as it is directed toward a fair judgment of undisputed facts.

We Pay Our Respects to—

SCOTT HOWE BOWEN

PROBABLY no man in the business of broadcasting has had dealings with more individual broadcasters than has Scott Howe Bowen, head of the corporation bearing his name. It is one of his proud claims that his firm has placed more business with more radio stations than any other company in the five years since it was founded in November, 1927. Today its business is reported to be at peak, with some 300 active accounts, despite the depression.

A master salesman, Scott Howe Bowen is the sort of man who conceives or grasps an idea readily and instantly proceeds to its execution. Usually, he handles new accounts himself, although it is one of his traits to rely upon the men around him to carry out the details as he lays them out. He expects every man in his organization to have the same live-wire energy that is his own marked characteristic—an energy born of the self-reliance forced upon him when family reverses caused him to leave Harvard in 1910.

Today the Bowen organization has a score of executives and sales and service men centered not only in its main office in the Chrysler Building, New York, but in branch offices in Boston, Detroit, Chicago, Omaha, San Francisco and Los Angeles. Its primary business is station representation, which Mr. Bowen tells us he is now shaping along lines of exclusive representation, but he has also been one of the leading transcription producers in the country since he purchased the control of the Byers Recording Laboratories two years ago.

Scott Howe Bowen was born in Elyria, O., Nov. 27, 1888, the son of Samuel Howe Bowen, scion of a New England family that traces its lineage to the Mayflower Pilgrims. His mother was a descendant of Thomas Hooker, founder of Hartford, Conn., and first Colonial governor of that state. Her father was Martin Webster Pond, a grand nephew of Noah Webster. He had emigrated to Ohio by ox-cart in 1819.

With such a family tradition, it was only natural that young Scott should be groomed for the higher education. Finishing at Oberlin preparatory school, he matriculated at Oberlin College in 1908, only to be forced to leave because of a breakdown in his health. He then went to the University of Colorado for a year, and finally entered Harvard. But after a year at Harvard his family met serious financial reverses and he had to go to work.

His first job was as a reporter on the old CLEVELAND LEADER. He left that newspaper after a year to become publicity manager for the Cleveland Bell Telephone Co. Soon he joined the Baker Electric Co. as assistant advertising manager. In 1914, he joined the Caxton Co., Cleveland printers and engravers, with which he remained for two years. In 1916 he became interested in aviation when he promoted a company to market the Greene automatic control device for aircraft.

One month after the United States entered the World War, Scott Howe Bowen enlisted in the aviation section of the Army Signal Corps. First attending ground school at the University of Texas, by August he was commissioned a second lieutenant and was transferred to Rockwell Field at a pilot. He was one of the first two or three hundred pilots to be commissioned by the Army.

December, 1917, found him at Langley Field, Norfolk, Va., as an experimental and test pilot. His aptitude as a flier really kept him, as it kept many another good pilot, from going overseas, though he tried strenuously to get a foreign assignment. It was not until the very eve of the Armistice that he was attached to a bombing squadron scheduled for duty in France. Disappointed, on Nov. 12, 1918, he secured his discharge because his eyes had begun to fail him for the strenuous duties of piloting.

That Lieut. Bowen was a good pilot is attested by the fact that he had flown test ships 400 hours and never once had a serious mishap. This, despite the fact that the hazards of test piloting—especially with our wartime airplanes—were fully as great as the hazards of aerial warfare. Feeling "lucky to be alive," he left Langley Field never again to take the stick of a plane. He had married Maude Morrison Clement, of Rutland, Vt., in June, 1917, and an airplane crash in which her brother had been killed had induced him to promise his wife never to pilot a plane again. He still flies frequently as a passenger, however.

Going to New York, still in his lieutenant's uniform and with not enough money to purchase a new suit of clothes, Scott Howe Bowen joined the McGraw Hill Co. as an advertising copywriter. Within a few months he formed Technical Publicity, Inc., specializing in trade paper publicity. Then he joined Frank Presbrey Agency as a "new business" executive. Successively he worked at various enterprises until in 1926 he became eastern advertising manager of COLLEGE HUMOR, which he left to handle Pennsylvania and Southern advertising for COLLIER'S.

In 1927, while with COLLIER'S, he saw the power of radio advertising when that magazine, through its radio broadcasts, increased its circulation from 125,000 to 850,000 within a short space of time. He wrote to the U. S. Department of Commerce for a list of radio stations, sent all stations a letter offering to act as their exclusive sales representative, secured 85 signed contracts. Most of those contracts are still in effect.

He is the father of three sons, Scott, Jr., 19; Frederick Clement, 9, and Roger Conant, 7. His hobbies are tennis and golf—when he has time away from his business, which isn't very often. His clubs are the New York Harvard Club, Romany Club and Sigma Alpha Epsilon fraternity.

PERSONAL NOTES

COMMISSIONER H. A. Lafount was a speaker at the inaugural program of the new 50 kw. WSM, Nashville, Nov. 12. Among the guests present were George F. McClelland, assistant to M. H. Aylesworth of NBC, Vice Presidents Niles Trammell and Frank Mason of NBC and James Stahlman, publisher of the NASHVILLE BANNER.

EDWARD G. FOREMAN, Jr., formerly with Blackett-Sample-Hummert & Gardner, Chicago, has been assigned to take charge of the new Chicago studios of World Broadcasting System in the quarters formerly occupied by WMAQ and the CHICAGO DAILY NEWS building.

HAROLD KEMP, head of Warner Brothers booking department for two years, has been appointed to take charge of bookings of NBC popular artists for radio, stage and screen. Mark Levine continues to handle classical artists.

FORD BILLINGS, formerly of WLW, Cincinnati, is now general sales manager of KSTP, St. Paul. Phil Bronson, who has been announcing football on KSTP for the last five years, has been promoted to production manager. He is a former newspaper and agency man.

H. A. HICKMAN has been promoted from chief announcer and assistant manager of WDEL-WILM, Wilmington, Del., to general manager. He formerly announced for WRVA, Richmond, while a law student at the University of Virginia.

MAJ. GEN. CHARLES McK. SALTZMAN, who resigned last July as chairman of the Radio Commission, spent October and early November in Iowa campaigning for President Hoover. He is continuing to make his home in Washington but has definitely retired from public life.

WALTER LOCHMAN, formerly with WNAX, Yankton, S. D., and WIBW, Topeka, Kan., is now program director of KGBX, which recently was moved from St. Joseph to Springfield, Mo.

HOWARD ROCKEY, formerly of Lord & Thomas & Logan, has joined the staff of the World Broadcasting System as publicity director.

D. I. MACDONALD, at one time with the Curtis Publishing Co. and the Chicago Elevated Advertising Company, is now business manager of WLS, Chicago.

ANITA BOLTON, secretary of Jennings Pierce, chief announcer of NBC Pacific Division, San Francisco, and W. J. Poyner, district manager of the General Petroleum Co., sponsor of "Memory Lane," were married recently in Reno, Nev.

TED BRAUN, former New York booking agent, who joined the artists' bureau of KHJ, Los Angeles, in October, has been appointed manager of that department which will function under the direction of Tom Lee, son of Don Lee, station owner.

NORMAN G. SOUTHER, long identified with radio and educational interests in the mid-west, has been appointed managing director of the Federal School of Radio at Dallas, Tex.

ROSEMARY WEBER, formerly with the A.A.A.A. in New York, has joined the sales promotion staff of NBC.

BURTON BENNETT, announcer at KFAC, Los Angeles, has been appointed acting production manager.

LOU EMMEL, of the San Francisco NBC Artists Bureau, was awarded a large silver trophy recently after he had staged a radio show for the Knights of Columbus.

EDWARD KLAUBER, first vice president of CBS, has returned to his desk after an illness and a convalescing voyage to the Mediterranean.

WEBSTER H. TAYLOR, former vice president of the Campbell-Ewald Co., has been placed in charge of a CBS branch office just opened in the Fisher building, Detroit.

HOWARD HERRINGTON, former advertising manager of Phillips Petroleum Co., Bartlesville, Okla., and formerly of the Rankin Agency, Chicago, has been appointed advertising manager of WMT, Waterloo, Ia.

WAYNE MILLER, writing the daily radio column for the LOS ANGELES EXAMINER the last three years as "Ray de O'Fan," has joined the radio-news staff of KFI, Los Angeles.

CHARLES E. DENNY, formerly manager of WHO, Des Moines, has joined the staff of Stoner-McCray, department store, as manager of the radio department.

GEORGE McCLELLAND, assistant to M. H. Aylesworth, president of NBC, visited WCKY, Covington, Ky., Nov. 11.

RALPH WORDEN, formerly radio editor of the CLEVELAND NEWS, has joined WJAY, Cleveland, as program director.

FRED A. (Ted) LONG has resigned his post as station supervisor of WEAN, Providence, to join the production department of CBS in New York.

PIERRE BOUCHERON, advertising and sales promotion manager of RCA Victor Co., Camden, N. J., has been advanced to the rank of Lieutenant Commander in the U. S. Naval Reserve.

BEHIND THE MICROPHONE

DONNA (MARGE) DAMEREL, of "Myrt and Marge," has been voted radio's typical "It" girl in a nationwide poll just completed by RADIO GUIDE magazine. Ruth Etting ran a close second.

FRANK SALERNO, versatile accordionist, has been added to the staff of WBBM, Chicago.

"SAM" SAMPSON, formerly on the sales staff of KXA, Seattle, is now assistant to the commercial manager of KOL, Seattle.

ROBERTA HOYT, taking part in the Wheatenaville Sketches from NBC in San Francisco, was married in November to William L. Naylor at Del Monte, Cal.

NOT ONLY was Vic Meyer, well known Seattle orchestra leader, elected lieutenant governor of the State of Washington in the Democratic landslide last month, but Carl Luck, saxophone player of Spokane, like Meyer, well known to the radio audience, was elected to the state legislature.

PAUL STEWART, stage and radio actor, has been added to the staff of WLW, Cincinnati.

EDWIN J. O'MALLEY, formerly chief announcer of WAMC, Anniston, Ala., is now chief announcer and program director of WJBY, Gadsen, Ala.

ANDY ORFIELD, who has joined the announcing staff of WJJD, Chicago, was northwestern tennis champion for four years, ranked eighth nationally in 1929, and was twice Minneapolis champion.

GEORGE GERHARDI, German announcer of WDAS, Philadelphia, and dramatic tenor in the Philadelphia Grand Opera Co., has been given a prominent role in "Music in the Air," the recent Hammerstein-Kern-Fears production.

GEORGE T. CASE, senior announcer of WCKY, Covington, Ky., recently was voted the most popular announcer of five greater Cincinnati radio stations.

HARRY STEELE, formerly a reporter on the CHICAGO EVENING POST, will do the WLS, Chicago, news flashes exclusively as a result of the purchase of the POST by the CHICAGO DAILY NEWS.

"OKLAHOMA" Bob Albright, well known on the vaudeville stage for his cowboy ballads, is now doing a program on WLW, Cincinnati.

THE THREE KEYS, NBC Negro entertainers, filled a week's engagement at a Philadelphia theater during November.

DR. WALTER DAMROSCH, conductor of the NBC Music Appreciation Hour, was given an honorary degree in music by Brown University Nov. 12 during a special program sponsored by the university's Institute of Art.

HARRY HERSHFIELD, noted cartoonist, is now heard over WOR, Newark, Monday, Wednesday and Saturday at 7:15 p.m. in a series of humorous monologues.

THE ARIZONA WRANGLERS will return to the studios of KNX, Hollywood, Cal., on Dec. 5 after an eight-weeks' tour of 40 western cities.

BORN to Fred Shields, night announcer at KNX, Los Angeles, and Mrs. Shields, a 7-pound girl, Sylvia.

WILLIAM NORVELL, onetime manager of KEX, Portland, Ore., has joined the staff of KFJI, Klamath Falls, Ore.

J. NEWTON YATES, onetime organist at KFVD, Culver City, Cal., has been added to the staff of KNX, Hollywood, in a similar capacity.

AN "ORCHESTRA" whose total investment in instruments is exactly $5 is one of the featured programs on KOIL, Council Bluffs-Omaha. The bass drum is a box with an inner tube stretched across it. Snare drum is a coffee can with shingle nails. Tom-tom is a larger coffee can, also with an inner tube across. Kazoos with funnels, adhesive tape and proper use of hands give the entire ensemble the proper orchestral "balance."

RUSSELL BANKSON, Spokane newspaperman, has joined KHQ as news commentator and writer.

MORTON DOWNEY has signed a new contract with CBS for another long period.

ALICE REMSEN, crooning contralto, has left New York to join the staff of WLW, Cincinnati. The Sunshine Boys (Joe and Dan) have also joined the staff of WLW, after radio experience in New York on NBC and CBS.

HUGH WALTON formerly of CBS, has joined the announcing staff of WCAU, Philadelphia, according to Stan Lee Broza, program director.

ROY McDANIELS, yodeling cowboy once heard over XER, Mexico, has crossed the Rio Grande and joined the entertaining staff of KFXM, San Bernardino, Cal.

BILL GOULD, of the announcing staff at KGER, Long Beach, Cal., late in November was promoted to chief announcer.

BILL SCHREIER, announcer at KGGC, San Francisco, was wed to Ivy Beatrice Kennedy, stage singer, after a romance that began in the studios.

HAROLD ISBELL, formerly with KNX, Hollywood, has gone to KFAC, Los Angeles, as chief announcer.

JIMMIE MURRAY, the Herman of Mike and Herman, is back at the studios of WLW, Cincinnati, after an absence of two weeks caused by his injury in an automobile accident.

TODD ROLLINS and his orchestra are back at WINS, New York, after a New England tour and will be heard regularly this winter.

RUDY VALLEE, now in his fourth year of continuous broadcasting for the Fleischmann Yeast Co., has been signed to continue throughout 1933 for the same sponsor.

VICTOR CAILLE, organist at WDEL-WILM, Wilmington, Del., and El Thompson, author and actor, have recently composed "Smiling the Blues Away" and "Fooling."

HUGH BARRETT DOBBS and his "Shell Happytimers," heard on the CBS-Don Lee Pacific coast network, will do a talkie to be called "The Phanton Ship of Joy." Production will be done by Robert Connell Productions of Hollywood, with most scenes done aboard an old sailing craft near Sausalito harbor.

ELEANOR ALLEN, organist, Fred Lane, announcer, and Gene Eubanks, assistant production chief, were recently dropped by KFRC, San Francisco.

REX DUNN is out as orchestra conductor at NBC, San Francisco, with Nathan Abas getting most of the former Dunn programs.

HENRY C. WOEMPNER, first flutist of the Minneapolis Symphony Orchestra, nationally known in music circles, has taken over the musical directorship of KSTP, St. Paul.

SAN COSLOW, who wrote "Was it a Dream," "Just One More Chance," "Sing You Sinners" and others, is now heard over KHJ, Los Angeles, and Pacific CBS stations, weekly in a sustaining feature to be called "The Voice of Romance."

IN THE CONTROL ROOM

JULIUS C. VESSELS, former chief engineer of WAMC, Anniston, Ala., has a similar post with WJBY, Gadsen, Ala.

L. E. BOWDEN, former technician at KFRC, San Francisco, will have charge of production engineer activity on weekly broadcasts of Ted Fiorito and his orchestra from San Francisco to the CBS chain.

FRITZ MAUER, former Army radio engineer, is now chief engineer of KGBX, recently moved from St. Joseph to Springfield, Mo. His control operators are Jake Jacobs, formerly of KMBC, Kansas City, and Edward Stone, formerly of WGST, Atlanta. Orville Simpson, with the station when it was at St. Joseph, is operator.

LEWIS BAIRD, formerly with KFH, Wichita, and KGBX, St. Joseph, Mo., has joined WHB, Kansas City, as control operator.

HENRY GROSSMAN, CBS division engineer in New York, has constructed an amateur station, W2HM, at his residence in the Hotel Taft.

THE INSTITUTE of Radio Service Men, headquarters of which were changed Nov. 1 to the Boyce Bldg., 510 No. Dearborn St., Chicago, announces that its first intersectional convention will be held in the Hotel Sherman, Chicago, Jan. 9 to 11.

Local Stations Called Superior to Net Outlets For Local Advertising

NETWORK stations cannot reach local audiences as effectively as local or regional outlets, Leroy Mark, owner of the 100-watt WOL, Washington, D. C., declared in an address Nov. 18 before the Advertising Club of Washington.

"What would you advertisers do if you were compelled to pay the rates of the SATURDAY EVENING POST or the AMERICAN MAGAZINE because they are the only publications circulated in Washington?" he asked.

Evening hours are not necessarily preferable for a local program, Mr. Mark said, explaining: "Did you ever stop to realize that as the sun goes down static is eliminated and you can sit in your own home with a normal receiving set and tune in 20 or 30 stations all over the United States? That is the competition you have among Washington listeners when you broadcast from 8 p.m. on."

Discussing spot announcements and price quotations, the WOL head said:

"Did you ever stop to realize that everything on the air is a spot announcement. It may be surrounded by one program or another, but it is still a spot. And what good is an announcement unless it tells the price of your merchandise? Local stations, which have been quoting prices for years, have brought regionals and chain outlets to the adoption of price quotations because the locals were positively moving the merchandise after 6 p.m."

Mr. Mark recommended consideration of sustaining programs by potential advertisers on the ground that an established feature would have a greater pull than a new program. He warned against expecting too much from radio advertising, however, and cited examples of business houses that had tried to get rid of inferior merchandise through such a medium.

Dawes in WKBF Deal

CHARLES C. DAWES, nephew of the former Vice President, has announced the organization of Indianapolis Broadcasting, Inc., which has purchased WKBF, Indianapolis, from the Curtis Radiocasting Co. Mr. Dawes is vice president of the new company, with William E. Vogelback as president and Edmund J. Haugh, secretary-treasurer. James D. Carpenter continues as manager of the station, which will have complete new studio and transmitter equipment and which, according to Mr. Dawes, will seek an affiliation with NBC.

New Electrical Units

THE NEW ABSOLUTE electrical units may go into effect Jan. 1, 1935, according to Dr. H. L. Curtis, of the U. S. Bureau of Standards, who recently attended the meeting of the International Electrical Congress in Paris. Adoption of these units are derived directly from the three units of length, mass and time.

A NATIONAL BROADCASTING COMPANY NETWORK STATION

670 Kilocycles — 100% Modulation

WMAQ NEWS

FULL TIME — Cleared Channel

December 1, 1932 CHICAGO, ILLINOIS Vol. I. No. 5

PROMOTE BIBLE WITH PROGRAM ON WMAQ

LISTENER CONFIDENCE
GOOD TASTE IN RADIO
BE IN GOOD COMPANY
PROTECTING THE AIR

A radio station in order to achieve the greatest possible success as an advertising medium must conduct its business in the public interest. WMAQ throughout the ten and a half years of its existence has exercised every possible precaution in safe-guarding its listeners from exploitation.

* * *

Honest products, honest advertisers have found a ready welcome at WMAQ. They know that they are in good company on WMAQ and that to be a WMAQ advertiser is to bear the hall-mark of quality.

* * *

WMAQ has enjoyed the fullest cooperation with its advertisers in keeping their messages at all times in good taste. Thus the listeners have confidence that they will hear high grade programs at all hours of the day and night and that the sponsors of those programs are likewise high grade.

* * *

As an example of the care taken, a political candidate submitted a manuscript containing language that in the opinion of the management of WMAQ would be offensive to its listeners. Although radio stations do not possess the right of censorship of political speeches, the candidate was requested in the name of common decency to eliminate the offending phrases. When it was called to his attention, this candidate willingly agreed to modify his speech in order that it could conform to the standards of good taste set by WMAQ.

* * *

Another example was in the case of one of Chicago's outstanding social workers who was scheduled to talk by one of the Women's Social Organizations with which WMAQ cooperated. The subject this social worker selected was Social Hygiene. Her discussion of the subject was so completely frank that the management of WMAQ ruled against permitting that talk going on the air not that there was any disagreement with the principles urged by the speaker but WMAQ was unwilling to expose its audience to subjects which might better be discussed in the clinic or in consultation with the family physician.

* * *

It is by an application of studious enforcement of rules of good taste that WMAQ protects not only the public interest but the best interests of its advertisers.

PUBLISHING GROUP DRAMATIZES BIBLE EPISODES SUNDAYS

The Chicago Bible Society, which includes representatives of the principal Protestant denominations in Chicago, is one of America's principal publishers of the Bible. In order to promote the use and sale of the Bible, the Society has turned to WMAQ.

As a means of bringing the attention of the vast audience in the Chicago market to the outstanding events related in the Bible, a series of dramatic programs is being presented for the Chicago Bible Society over WMAQ each Sunday afternoon between 5:30 and 6:00 o'clock. A cast of eight radio actors and actresses is employed as well as a double quartet together with interludes of organ music.

The first program was presented November 20th. It was entitled "Moses at the Court of Pharoah". The various scenes followed the career of Moses from his discovery as a babe among the bullrushes through his leading the Hebrews out of Egyptian bondage.

Inasmuch as radio has achieved conspicuous success in promoting the sale of tooth paste, automobiles, gasoline, soaps, food products, cosmetics and a score of other commodities, the leaders of the Chicago Bible Society believe that a similar form of advertising will develop interest in Biblical literature with the attendant moral and religious significance of Bible stories.

NETWORK STANDARDS FOR LOCAL PROGRAMS

All of WMAQ's programs except its remote control pickups are staged and produced in the NBC studios in Chicago. The same staff which supervises the production of some of the outstanding network programs is likewise in charge of WMAQ programs. These same studio facilities which are second to none in the world are available alike to WMAQ and the network.

Thus WMAQ is able to produce programs for its local advertisers which are up to the highest network standards.

Now, Here Is News!

Irish Heather for a Scotchman

When a man bites a dog it's news and when a person from the "Old Sod" expresses admiration for a Scotchman, that's news.

Bill Hay, WMAQ's Chief Announcer who is known throughout America for his announcing of Amos and Andy and The Goldbergs, received a sprig of white heather picked from the hills of Glengarriff, County Cork, Ireland, by a native of the Emerald Isle who sent it to Bill as a good luck token.

White heather to the Irish and the Scotch is like the four-leaf clover to Americans.

BIG STATION PULLS FOR LOCAL CLOTHIER

Local advertisers can use large radio stations even though the trade they contact comes from a relatively small portion of the area served by the station.

A demonstration of the successful use of radio advertising by a local merchant is being made by Klee Brothers and Company who operate two men's clothing stores in the Northwest section of Chicago. Their patronage comes from residents out of the Northwest side of Chicago but the clothing firm has found that WMAQ's coverage is so intensified that they are reaching a maximum of their customers by the use of radio although their programs are heard and enjoyed by countless others far beyond the trading area of the store.

WMAQ OFFERS FINEST "PROVING GROUND"

WMAQ located in one of the richest markets in America, with a reputation as one of America's foremost stations, offers unusual opportunities to advertisers for test programs. Many programs have been tried out locally on WMAQ, have made good and have graduated to network productions. WMAQ has the audience, the market and the facilities.

BROADCASTS OPEN NEW MARKETS FOR WMAQ ADVERTISER

Various new markets have been opened up for Wieland Honey Butter as a result of its broadcast over WMAQ.

Wieland Honey and Butter Corporation began its broadcast on October 24th, taking a series of thirty-three programs during the daytime before the end of the year.

Prior to the broadcasting, the company secured an excellent distribution of its product so that listeners could secure their honey butter at their neighborhood grocery stores.

The program which features recipies and talks by Chicago's leading chefs was heard at points beyond the immediate Chicago market with the result that wholesalers in downstate Illinois and in lower Wisconsin have made inquiries to the station with the end in view that they will become distributors of honey butter in their localities.

As a result of these contacts, new markets are being opened up for this new product which was introduced to the radio audience with WMAQ. This is a type of "plus service" that WMAQ advertisers enjoy.

STATION ACCOUNTS

Among the commercial programs heard regularly over WMAQ are the following: **A. & P., Princess Pat Cosmetics, S. S. Kresge Company, Whitman Candy Company, A. C. Gilbert, Wheatena, Listerine, Pepsodent Company, Nivea Creme, Household Finance Co., Texaco Gasoline, Chase and Sanborn, Barbasol, Daily News Travel Bureau, Bulova Watch Company, Maryland Pharmaceutical Company, Cliquot Club Ginger Ale, Armour & Company, Hinckley & Schmitt, Inc. (Corinnis Spring Water), Northern Trust Company, Fleischmann's Yeast, Wieland Honey & Butter Corp., Monarch Coffee Company, Stanco, William Wrigley Company, R. B. Davis & Company, General Electric Refrigerators, Stokely Brothers, Klee Brothers & Company, Dr. Lyons Tooth Powder, Buick Motor Car Company, General Foods Corporation, Dr. C. H. Berry Company, Dupont Cellophane Company, Firestone Tire & Rubber Company, Continental Oil, Chicago Bible Society.** Adv.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WBT, Charlotte, N. C., reports the following new national accounts: International Oil Heating Co., St. Louis, quarter hour daily for year, through Wilmot Co., St. Louis; Rumford Chemical Works, Rumford, R. I., School of Cookery, 15-minute transcription twice weekly, through Scott Howe Bowen; Willard Tablet Co., Chicago, daily quarter hour, handled direct; Mantle Lamp Co. of America, Chicago, Smiling Ed McConnell, quarter hour transscription weekly, handled direct; Austin Motor Cars, quarter hour weekly for a year, placed by local distributor; Montgomery Ward & Co., Chicago, talks on fur market twice weekly, through Radio Advertising System, Chicago; Morton Salt Co., Chicago, daily announcements, through Scott Howe Bowen; Crazy Water Hotel Co., Mineral Wells, Tex., quarter hour transcription weekly, placed by local distributor; Association of Glycerine Producers, New York, weather reports, Scott Howe Bowen; Romany Tea, announcements three times weekly, through local distributor.

CHICAGO BIBLE SOCIETY has signed with WMAQ, Chicago, for five half-hour periods on Sunday afternoons presenting dramatizations of episodes in the Bible. Series began Nov. 20 and uses cast of double quartet, eight actors and organ; handled direct.

MARINELLO Co., New York, (cosmetics) on Jan. 14 will extend for 20 more weeks its 6-week "Style and Shopping Service" program, 3-minute morning spot, on KDKA, Pittsburgh. The Biow Co., New York, handles account.

HUDSON MOTOR Co., Detroit, (Hudson Essex cars) carried five-minute evening announcements Oct. 31 to Nov. 4, on WRC, Washington. Erwin, Wasey & Co. handled the account.

ACCOUNTS handled by WGES, Chicago, include: Goldenrod Ice Cream; Gay Time Frocks; Oscar Mayer & Co., (meat packer); Neuman Clothing Co.; Garden City Laundry; Wilson Oil Co., (filling stations); Bell Malt Co., Chicago; Domco Wholesale Co., (food); General Furniture Co.; Likofy Co.; Help Cleaners; Mills Home Sales, Chicago; Sinai Sausage Co., Chicago.

VIRGINIA SWEET FOODS, Inc., Indianapolis, is using a daily announcement series for 13 weeks on KYW, Chicago, for its Batter Cream (batter mixture). Account handled by Midland Advertising Agency, Indianapolis. Station aided in seasonal drive of Olson Rug Co., Chicago, with seven 15-minute programs evening time during the week of Nov. 13.

A NEW PROGRAM sponsored by Koppers Connecticut Coke Co. over WTIC, Hartford, and offering a home thermometer to listeners upon request, drew more than 5,000 requests, accordind to Erwin, Wasey & Co., Inc., New York, which handles the account.

NEW SPONSORS reported by KNX, Hollywood: Refiners Products, Inc., soloists and orchestra Thursday nights for half hour; Broadway Department Store, Los Angeles, Friday afternoon children's half hour; California Citrus League, nightly frost warnings and U. S. Weather Bureau reports; Gibraltar Casualty Co., the "Singing Strings," Tuesday and Thursday nights, through Logan and Stebbins, Los Angeles.

ACCOUNTS reported by WGAR, Cleveland: Maryland Pharmaceutical Co., Baltimore (Rem) through Joseph Katz Co., Baltimore; Louis Phillippe, Inc., Chicago, (cosmetics), through World Broadcasting System; Spratt's, Ltd., Newark, (dog foods) through World Broadcasting System; Carleton & Hovey Co., Lowell, Mass., (Father John's medicine) through Broadcast Advertising, Inc., Chicago; E. Griffith Hughes Co., Rochester, N. Y., (Kruschen Salts) through Scott Howe Bowen; Rumford Chemical Co., Rumford, R. I., (baking powder) through Atheron-Currier, New York, and Scott Howe Bowen, and Crowell Publishing Co., New York, (Women's Home Companion) through Martin-Billing-Shaw, Inc., Philadelphia.

WGY, Schenectady, reports the following accounts: Albany Packing Co., Albany, N. Y., (meat packers), 26-week transcription series, "The First Prize Supper Club," through World Broadcasting System; Beech-Nut Packing Co., Canajoharie, N. Y., renewal of "Chandu" transcriptions, through McCann-Erickson, New York, daily except Saturday and Sunday, and Silent Glow Oil Burner Corp., Hartford, through Charles W. Hoyt, New York. KSL, Salt Lake City, reports the following accounts: General Mills, Minneapolis, (Wheaties) through Blackett-Sample-Hummert & Gardner, Chicago; Ass'n of American Soap & Glycerine Producers, New York, (anti-freeze) through Newell-Emmett Co. and Scott Howe Bowen, and Union Pacific Stages, Omaha, (bus lines) through Ernest Bader Co., Omaha.

WBBM, Chicago, reports signing Udga, Inc., St. Paul, (drug products) through Green, Fulton, Cunningham Co., Chicago, for 52 weeks presenting five 15-minute programs weekly of "Themes in Tempo," featuring orchestra and soloist, evenings. Standard Oil of Indiana began sponsoring the "Standard Funfest" transcription featuring Johnny Murray, Nov. 1 for an indefinite period five nights a week. Account handled by Stack-Goble Advertising Agency, Chicago.

NEW ACCOUNTS on WDAS, Philadelphia: Woventex Clothing Co., Auto Owners Finance Co., Merchants Cooperative Stores, Actona, Gibson Furniture Co., Sears, Roebuck & Co., International Laboratories, Conrad Razor Co., Bromley Shepard (New York), Mawson De Many Forbes, Stanley Drug Co. and French Grotto.

HAMLIN WIZARD OIL Co., Chicago, (drug product) has purchased Harry Steele's news flashes over WLS, Chicago, twice each morning for six days a week; handled direct.

WFAA, Dallas, reports the following new accounts: U. S. Oil Heating Co., St. Louis, quarter hour weekly, through McElhiney & Associates, St. Louis; Stokely Brothers & Co., Louisville, (canned vegetables) 26 quarter hours, Friday, through Gardner Advertising Agency, St. Louis; Mantle Lamp Company of America, Chicago, quarter hour disks, Thursday, Philip O. Palmer, Chicago; Edna Wallace Hopper, Chicago, (cosmetics) 26 5-minute disks, twice weekly, Blackett-Sample-Hummert, Inc., Chicago; Natural Body Brace Co., Salina, Kans., 6 quarter hour broadcasts, Potts-Turnbull Co., Kansas City, Mo.; Morten Milling Co., Dallas, (La France flour) quarter hour three times weekly, Roy Cowan Co., Dallas; American Pop Corn Co., Sioux City, Ia., 5 minutes three days a week, Critchfield & Co., Chicago; Beech-Nut Packing Co., 26 15-minute transcriptions, twice weekly, through McCann-Erickson and World Broadcasting System; Walker's Austex Chile Co., Austin, Tex., (chile products) 13 15-minute transcriptions weekly, through Wilson Crook, Dallas. Renewals on WFAA include G. Washington Coffee Co., 26 half-hour programs weekly, through Cecil, Warwick & Cecil, New York, and Scott Howe Bowen, and Joy Synth Co., Dallas, (hair preparation) 104 spot announcements, through Tracy-Locke-Dawson, Dallas.

HURLEY MACHINE Co., Chicago, is sponsoring daily except Sunday afternoon hour of transcription music over WJJD, Chicago, in behalf of its radio and washing machine divisions; account handled by Charles Daniel Frey, Chicago, to run indefinitely. Madame X Co., Chicago, (hair combs) sponsoring scalp treatment talks, mornings twice weekly; handled direct. Muscletone Co., Chicago, (liniment) presenting Muscletone Gym Class each morning; handled direct.

KOLYNOS Co., New Haven, Conn., (dental cream) on Dec. 19 renews "Just Plain Bill," script act, Monday through Friday, 6:45-7 p.m., over WABC, New York. Blackett-Sample-Hummert & Gardner, New York, handles account.

CONTINENTAL BAKING Co., (Wonder Bread) went on WTAM, Cleveland, Nov. 22 for a series of announcements which will be concluded Dec. 17. Batton, Barton, Durstine & Osborne, New York, handles the account.

WNAC, Boston, reports the following account: Cream Top Bottle Corp., Boston, musical program, 13 weeks from Nov. 16, Wednesday mornings. Account handled by Harry M. Frost, Boston.

KSTP ELECTION BUREAU—Working independently of newspapers or other affiliations, KSTP, St. Paul, gathered its own state and local election returns Nov. 8, utilizing more than 100 workers in its studios to compile the precinct reports gathered through its own efforts by telegraph, telephone and messenger. Photo shows one of the five units handling the returns. National returns were interspersed as they came from NBC. Entire evening was turned over to this program, which was sponsored by the Webb Oil Co., Minneapolis.

NETWORK ACCOUNTS

STANDARD OIL of New Jersey, Pennsylvania and Louisiana, and Colonial Beacon Oil Co. are joint sponsors of "Five Star Theater," a 13-week series heard five nights weekly, starting Nov. 28, on both CBS and NBC-WJZ networks. Program features Groucho and Chico Marx on NBC Monday, Wednesday and Fridays, 7:30-8 p.m., and includes dramatizations of "Charlie Chan" stories. On CBS it features Joseph Bonime's symphony orchestra, guest opera stars and Aborn Light Opera Co., Tuesdays and Thursdays, 10-10:30 p.m., over 26 stations. McCann-Erickson, New York, handles account.

ATWATER KENT Mfg. Co., Philadelphia, on Dec. 11 only, will stage the finals of the Atwater Kent Audition over NBC-WEAF and supplemental networks, 10:15-11:15 p.m. Batten, Barton, Durstine & Osborn, New York, handles account.

SMITH BROTHERS, Poughkeepsie, N. Y., (cough syrups) on Jan. 2 begins a 13-week series, "Trade and Mark," over the NBC-WJZ network, Mondays, 8:30-8:45 p.m. Nat Shilkret and orchestra and Billy Hillpot and Scrappy Lambert are the artists. Homman, Tarcher & Sheldon, New York, handles account.

DUPONT CELLOPHANE Co., New York, on Nov. 28 began a 28-week series of etiquette talks by Emily Post, with Edward Nell and the Harding Sisters, over an NBC network comprising WJZ, WBAL, WBZ, WBZA, WHAM, KDKA, WGAR, WJR, WLW, WMAQ, KWRC, KWK, WREN and KOIL. Program heard Mondays and Thursdays, 10:45-11 a.m. Batten, Barton, Durstine & Osborn, New York, handles account.

TASTYEAST, Inc., Trenton, N. J., on Nov. 28 renewed with NBC for WJZ, WBZ, WBZA, WBAL, WCKY and KDKA for 13 weeks. Program heard Mondays, 7:15-7:30 p.m. Stack Goble Advertising Agency, New York, handles account.

MANHATTAN SOAP Co., New York, (Sweetheart soap) on Dec. 14 renews with NBC for 13 weeks for WJZ, WBZ, WBZA, WBAL, WHAM, KDKA, WGAR, WJR, WCKY and WENR. "Sweetheart Program" consists of beauty talks by Ruth Jordan, with orchestra and tenor, heard Wednesdays, 11:45 a.m. to 12 noon. Peck Advertising Agency, New York, handles account.

WHEATENA Corp., Rahway, N. J., sponsoring the "Wheatenaville sketches" on NBC-WEAF network, has renewed for an additional 16 weeks commencing Jan. 1; also on NBC-KGO network for same periods beginning Jan. 2, 5:45-6 p.m., PST. Programs are heard 7:15-7:30 p.m., Sunday, Monday, Tuesday, Wednesday and Thursday. Account is handled by McKee & Albright, Philadelphia.

GLOBE MILLS, sponsor of the "To the Ladies" series on CBS from New York, and from KHJ, Los Angeles, for the west, has signed with the CBS-Don Lee unit for the new "Globe Headlines" series. Raymond Paige will direct the musical background with staff artists depicting the characters.

WANDER Co., Chicago (Ovaltine) has scheduled its "Little Orphan Annie" children's sketches 244 times daily except Thursday and Sunday, 4:45-5 p.m., PST, Nov. 14 to Oct. 20, 1933, on the NBC-Mountain network; 5:30-5:45 p.m., PST, on NBC-KGO network plus KTAR. On Nov. 14, it concluded its daily morning series of 19 programs. Blackett-Sample-Hummert & Gardner handles account.

PEPSODENT Co., Chicago, (toothpaste) has added 14 stations to NBC-WEAF hookup for "The Goldbergs." They are KFYR, KTBS, WFAA, KPRC, WOAI, WKY, WTMJ, KOA, KDYL, KPO, KECA, KEX, KJR and KGA.

"WE HAVE DECIDED TO USE WKRC"....

. . . . . . wired a National Advertiser

This advertiser visited Cincinnati. Talked to radio station representatives. From them learned facts about their particular stations. Then he talked to his dealers—to his distributors—to his representatives—to radio listeners. From them he learned the local preference.

THE GREAT MAJORITY FAVORED WKRC.

Local distributors, dealers and listeners have favored **WKRC** for many years. There are several reasons for this decided preference.

WKRC is the only local outlet for the ever popular Columbia Network programs—occupies a preferred position on the dial (550 Kilocycles)—operates on a full 19-hour schedule—uses 1000 Watts power—is equipped with the latest Western Electric transmitter and turntables.

Visit Cincinnati and learn local preference. You will find **WKRC** is the favorite.

THE COLUMBIA BROADCASTING SYSTEM

BARBASOL Co., Indianapolis, on Nov. 7 renewed the Barbasol program with Carson Robinson and his Pioneers, John and Bill Mitchell and Pearl Pickens, over 17 stations of the NBC-WEAF network, for 13 weeks beginning Nov. 29, Tuesday and Thursday, 7:30-7:45 p.m., EST. Erwin, Wasey & Co., New York, handles the account.

GENERAL MILLS, Inc., Minneapolis, (Gold Medal flour) on Nov. 19 renewed "Gold Medal Fast Freight," Tuesdays, 9:30-9:45 p.m., on 26 CBS stations. The McCord Co., Minneapolis, handles account.

LYNN PRODUCTS Co., Lynn, Mass., (Range oil burners) on Nov. 13 started a series Sundays, 3:45-4 p.m. on WNAC, WDRC and WMAS of Yankee Network. Harry M. Frost, Boston, handles account.

J. C. ENO, Ltd., London, England, (fruit salts) sponsoring the "Eno Crime Club" on CBS weekly, will shift to NBC some time after Jan. 11. Account handled by N. W. Ayer & Son.

SPOOL COTTON Co., New York, (threads, etc.) on Dec. 13 renews its "Threads of Happiness" program over 22 basic CBS stations plus the Don Lee and South Atlantic networks and 19 supplementary stations, Tuesdays, 9:15-9:30 p.m. Paul Cornell Co., New York, handles account.

STANDARD BRANDS, Inc., New York, (Fleischmann's Yeast) on Jan. 1 starts a series of 26 programs titled "Great Moments in History" over the basic NBC-WJZ and supplemental stations, Sundays, 7:30-8 p.m. Another series of 13 programs has also been contracted for, starting Oct. 8, 1933. J. Walter Thompson Co., New York, handles account.

STANCO, Inc., New York, (Flit insecticides) on Nov. 28 changed its schedule for "Johnny Hart in Hollywood" over the basic NBC-WJZ network; program now heard daily except Saturday-Sunday, 6:15-6:30 p.m.

PROSPECTS

CARPENTER-MORTON Co., Boston, (Carmote paints, varnishes, enamels) makes up lists in December, using radio and other media. Annual appropriation is $50,000. Advertising is placed by Edmund S. Whitten, Inc., Boston, Mass.

WILLIAM S. MERRELL Co., Cincinnati, (Detoxol toothpaste) will use radio with newspapers in a new campaign to be handled by The Geyer Co., Dayton, O.

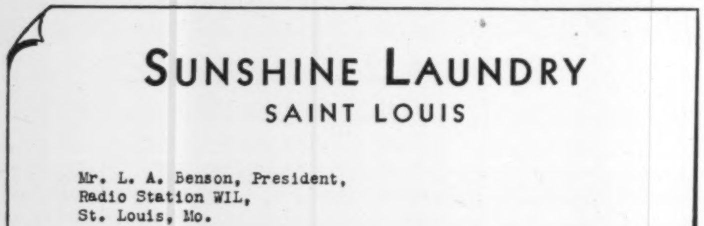
SPRAGUE, WARNER & Co., Chicago wholesale grocers, will use radio with magazines and direct mail in a campaign for its Richelieu, Ferndell, Batavia and other food lines. Erwin, Wasey & Co., Chicago, will handle the account.

WESTERN AGENCY, Inc., Seattle, will continue campaign for Washington Dairy Products Bureau, 663 Skinner Bldg., Seattle, and has been reported as working on a $50,000 budget for 1932-33. Newspapers will be chief medium with radio secondary.

ADVERTISING plans have not been formulated by the United Prune Growers of California, 226 Sansome St., San Francisco, though it has been understood that appropriations have been studied with an eye to several media. Announced budget will approximate nearly a half million dollars, which will be handled through an agency as yet unnamed.

NADA-MAS LABORATORIES, St. Paul, formed by Arthur J. Walsh, formerly with Van Ess Laboratories, Chicago, is planning a campaign for a new hair tonic. Account is to be handled by Erwin, Wasey & Co., Minneapolis.

ASSOCIATION of Life Underwriters, Madison, Wis., has made tentative plans for a radio advertising campaign.



SUNSHINE LAUNDRY
SAINT LOUIS

Mr. L. A. Benson, President,
Radio Station WIL,
St. Louis, Mo.

My Dear Mr. Benson:

A crew of five men whom we have had out interrogating housewives concerning their radio listening habits have reported such an interesting situation as regards Radio Station WIL, that I feel I should inform you of it.

To our very great surprise, we found that approximately 90 per cent of these households know of our musical program on your station and listen to it. We would not believe this to be true, unless it had been reported to us by our own men, after a very careful survey of some 10,000 homes.

This, we feel, is one of the reasons why the Sunshine Laundry has not been affected by the financial interlude, as have other firms in our line. In fact, our business is maintaining the same volume today as we were experiencing during the "boom" days.........certainly one of the few instances of its kind among the laundry businesses of the Middle West.

Thanking you very kindly for the friendly, cooperative spirit you have always shown, I am,

Sincerely yours,
Charles W. Weil
Pres.

. . . your clients, too, will be Just as Happy with W·I·L

THE HOTELS STATLER Co., 7th Ave. and 32nd St., New York, has appropriated $600,000 to advertise its Statler hotels in Boston, Buffalo, Cleveland, Detroit and St. Louis and the Pennsylvania hotel, New York. Radio will be used with other media. H. William Klare is vice president in charge of advertising. Fuller & Smith & Ross, Cleveland, handles account.

THE VIGORO Plant Food Department of Swift & Co., Chicago, is reported planning to return to the air this season with a series of Sunday afternoon programs featuring famous concert stars, similar to the series the company sponsored the past two years on NBC. J. Walter Thompson, Chicago, is the agency.

PARKEN PEN Co., Janesville, Wis., (pens, pencils, ink) makes up lists in December, using radio with other media. Kenneth Parker is advertising manager. Account is handled by Blackett-Sample-Hummert & Gardner, Chicago, and Canadian advertising is placed by R. C. Smith & Sons, Toronto.

TRUSCON STEEL Corp., Youngstown, O., (Walkerville, Ont., branch) has appointed Mitford Advertising, Ltd., Toronto, to handle a newspaper and radio campaign for the Truscon Fuel Saver.

CHARLES E. HIRES Co., Philadelphia, (root beer) makes up lists during January, using radio with other media. John R. Minten is advertising manager. Mark O'Dea & Co., New York, handles account.

PREMIER MALT SALES Co., Chicago, (Blue Ribbon malt) makes up lists in January, and will continue using radio with other media. Matteson - Fogarty - Jordan Co., Chicago, handles account.

AGENCIES AND REPRESENTATIVES

CHET FRANK, formerly vice president of the Los Angeles office of Botsford, Constantine & Gardner, has established his own agency in that city. Branches will be maintained at San Francisco, Seattle and Portland. Associated with Frank are E. E. Martin, R. E. Atterberry, E. E. Farnsworth and Bud Lewis. Mr. Crank is director of the Pacific Association of Advertising Agencies and chairman of its Los Angeles chapter. He has handled the advertising of the Gilmore Oil Co. for the last seven years. Among his other accounts are: Brooks Clothing Co., Brown's Clothing Co., Brunswig Drug Co., Graham Hambly & Son (Leonard refrigerator and Lawson heaters), Slavick Jewelry Co. and Maintenance Acceptance Corp.

AMERICAN LETTER Co., Los Angeles, late in November became a general advertising agency with Earl R. Obern continuing as president. A radio department became one of the new divisions of the firm.

JENNISON PARKER, handling radio for McCann-Erickson in San Francisco, has left that agency to produce radio programs independently.

KENYON & ECKHARDT, Inc., New York, have been appointed advertising agent for the Quaker State Oil Refining Co., Oil City, Pa. (Quaker State motor oils and lubricants).

FIRESIDE INDUSTRIES, Inc., Adrian, Mich., (furniture and giftwares) has placed its advertising with the Geyer Co., Dayton, O.

RENU HETEPRUF Company, Holland, Mich., (piston rings) has appointed the Emerson-Frank Agency, Holland, Mich., to place its advertising.

DETROIT AND CLEVELAND NAVIGATION Co., Detroit, has placed its advertising with The J. F. Walsh Advertising Agency, Detroit.

BILL H. HOWARD, advertising manager of R. H. Macy & Co., New York, will join Kenneth Collins, who recently resigned as executive vice president in charge of publicity at Macy's, in the latter's advertising agency. Paul M. Hollister, vice president of Batten, Barton, Durstine & Osborn, will succeed Mr. Collins as executive vice president in charge of publicity at Macy's.

FROSAD, Inc., Chicago, has been organized to specialize in financial advertising campaigns with Frederick C. Dressel, former president of Century Press, as president. John DeWitt Gray is vice president and treasurer, and Harold W. Gibbs is secretary.

LENNEN & MITCHELL, Inc., New York, has been appointed by Lehn & Fink, New York, to handle its Pebeco toothpaste account.

LEE ANDERSON ADVERTISING Co., Detroit, will begin functioning Jan. 1, 1933, handling among other accounts that of the Chrysler Sales Corp., Detroit. Lee Anderson, formerly head of Advertisers, Inc., is dissolving that company.

THOMAS LEEMING & Co., New York, (Baume Bengue medicine) has appointed Zinn & Meyer, New York, to handle its radio advertising.

DAILEY PASKMAN & Associates, Inc., New York, has been appointed to handle the broadcast accounts of Bradstreet's, publishers of BRADSTREET'S WEEKLY. Program to consist of authentic summaries of week's financial and economic events.

DUNN & McCARTHY Co., Auburn, N. Y., (Enna Jettick shoes) has appointed Stewart, Hanford & Frohman, Rochester, to handle its radio and newspaper advertising.

UNIVERSAL Radio Productions, Chicago, producers of recordings of programs "off the air," announces removal to new offices in the Tower Bldg., 6 No. Michigan Ave., Chicago, Dec. 1.

TRANSCRIPTIONS

"TARZAN of the Apes" serial, originally recorded as an electrical transcription by the American Broadcasting Co., transcription producers, has switched over to the World Broadcating System. Scenes will be done in Hollywood with Pat Campbell representing the World System, said to be the first organization on the west coast making wax recordings with the new "Hill and dale" vertical process.

AMERICAN BROADCASTING System, San Francisco, has issued its "Hand Book on Radio" as a survey of western radio area. The firm produces transcribed programs, an air check service and other lines closely allied to broadcasting.

MORE than 50 stations are being used by Union Mutual Life Co. of Iowa, Des Moines, in a daily series of run-of-schedule transcriptions offered direct and recorded by Brunswick. Besides buying time, this company is also offering cash bonuses to stations returning the greatest number of inquiries.

STANDARD OIL Co. of Indiana has spotted series of transcriptions of the KFWB (Hollywood) weekly Hi-Jinks under caption of "The Funfest" over 20 stations in 13 states as a daily 15-minute feature.

Program Bureau

H. LEOPOLD SPITALNY, musical director for Publix-Balaban and Katz theaters in Chicago, and Martin A. North, formerly with the McJunkin Advertising Co., have organized a radio talent and program bureau with offices in the Wurlitzer building, Chicago.

STATION NOTES

ONE of the most extensive programs ever to be put on the air by an educational radio station was broadcast by WNAD, the University of Oklahoma station in Norman, Nov. 15, 16 and 17, in commemoration of the 25th anniversary of Oklahoma's statehood. The Nov. 16 program was broadcast by remote control over WKY, Oklahoma City. The broadcasts were arranged by T. M. Beaird, program director; Walter Emery, chief announcer, and William H. Witt, chief of continuity, all of WNAD. WNAD, which operates on 500-watt power on 1010 kc., has moved into a $5,000 studio in the Student Union building. A commemoration program celebrating the tenth anniversary of the station was recently broadcast.

WITHIN 11 hours, the KNX (Hollywood, Cal.) Newspaper of the Air issued 32 extra editions on the presidential election. First reports were broadcast at 3:30 p.m., PST, and bulletins were carried thereafter until 3:15 o'clock the following morning. Twenty newspapermen aided in tabulating returns and writing interpretations.

WGAR, Cleveland, has inaugurated a news service for distribution among its clients and other advertising agencies. Under the heading of "WGAR Scoop," the mimeographed bulletin carries brief accounts of the station's activities.

MUNICIPAL Radio Station WRR, Dallas, will be paid for by May, 1933, if the present rate of reducing the indebtedness is maintained, according to the city auditor. Recently $38,000 was spent in rehabilitating the station, of which John Thorwald is manager.

WKAQ, San Juan, Porto Rico, with the cooperation of the Porto Rico tourists committee, is broadcasting a special series of programs designed to attract listeners in this country. The programs are scheduled Nov. 14 and 28, Dec. 5 and Jan. 5. WKAQ broadcasts with 1 kw. on 1240 kc.

LISTENERS assisted in picking talent for WINS, New York, as a part of the "Discovery Hour" program. Several untried entertainers made their debut on Nov. 19, and selections were made by the WINS staff in accordance with expressed wishes of the unseen audience.

AFTER setting a new high record for the presentation of symphonic and vocal selections from the classics last summer, devoting slightly less than 10 per cent of the total broadcasting schedule to that type of music, CBS has increased this to more than 12 per cent. The network's fall and winter schedule calls for more than two hours of classic music out of the 17 hours of daily broadcasting. This new all-time high record is composed of regularly scheduled features, exclusive of international and other spot broadcasts of symphonic music which would add several hours to the grand total.

THE WAAM Happy Hour began its ninth year of continual daily broadcasts recently. Sponsored by I. R. Nelson, owner of the station, and Mrs. Nelson, the religious program, designed to reach shut-ins and invalids particularly, has built up an extensive audience. Letters in praise of the hour come from all parts of the world. John A. Scott is director of the feature.

WBAL Test Extended

A THREE-MONTH extension of its special experimental authority to synchronize with WJZ, New York, was granted WBAL, Baltimore, allowing it full time operation, by the Radio Commission on Nov. 29. The authority would otherwise have expired Dec. 1.

Radio Drama Realism In Beech-Nut's Serial Made by World System

AN INNOVATION in radio dramatic realism is promised with the launching of the new electrical transcription serial, "Unknown Hands," sponsored by the Beech-Nut Packing Co. and prepared by the World Broadcasting System. The program will be started on 15 scattered stations the week of Dec. 19, with others to be added Jan. 1.

Headed by Pedro de Cardoba, Eunice Howard and Roberta Beatty, the Beech-Nut cast includes such other stage and screen headliners as Donald Woods, Johnny Kane, A. J. Herbert, Madeline Gray, Mark Smith, Florence Earle and Royal Cutter. In plot, action and dialogue, "Unknown Hands", rivals a season's best seller. It is from the pen of Walter Craig, program director of World Broadcasting System.

Director Craig has utilized every means to make the players visualize the atmosphere desired so that they in turn may transmit it to their unseen audiences. First, he presented a private showing of South Sea Island films for the cast; then he prepared a stage with full settings and required the players to dress in appropriate costume so that the full effect of a theater performance could be obtained.

The actors and actresses also went through all the business they would perform on a legitimate stage instead of gathering about a microphone and reading lines in turn.

In every case, of course, the entertainment feature is precisely the same, but in accordance with their previous demonstrated success of the practice in the east, local announcements in each section feature different Beech-Nut products. In this way, the local merchant is given the fullest support through the featuring of the particular Beech-Nut food products which his community likes best, or that he may wish to push hardest. Furthermore, these merchants link themselves directly with the Beech-Nut program by displaying in their stores and in their windows posters announcing the series.

"Unknown Hands" will be heard over KPRC, KDYL, KOL, WDAF, KOIL, KOIN, WKY, WMC, WFAA, KHJ, KFRC, KLZ, WOC-WHO, WSMB and KWK.

Now Uses Radio

AN EXCHANGE arrangement has been made by KMOX, St. Louis, with the ST. LOUIS STAR & TIMES, whereby the newspaper presents three 10-minute news broadcasts over the station and in return gives KMOX a half-column ad daily. All the news comments are made by Holland E. Engle, announcer, and go on the air after an O.K. from Elzey Roberts, publisher of the newspaper, former chairman of the A. N. P. A. radio committee and until recently one of the bitterest critics of radio.

VACUUM PACKED
STEEL CUT
Beech-Nut
Coffee

SPEARMINT GUM
BEECH-NUT GUM
PEPPERMINT FLAVORED

Beech-Nut's lowest cost per inquiry is through

WNAC

BEECH-NUT'S popular "Chandu" program — broadcast five times a week over more than thirty stations—is producing inquiries in the Metropolitan Boston area at a *lower cost* than in *any other section of the* Beech-Nut advertising territory.

The complete tabulation shows WNAC leading all stations. The startling *differences* in cost percentages emphasize the importance of *WNAC* in any national spot campaign. It proves *again* that WNAC is the *key* to the Metropolitan Boston market.

The BEECH-NUT program is also on two other Yankee Network stations, WEAN in Providence, and WDRC in Hartford, both of which are producing inquiries at a lower cost than the average of all stations used.

SHEPARD BROADCASTING SERVICE, Inc., BOSTON
Business Office: One Winter Place

■

Exclusive National Sales Representative
SCOTT HOWE BOWEN, INC.
New York Chicago Detroit Kansas City
San Francisco Omaha

YANKEE NETWORK
FROM WHICH NEW ENGLAND HEARS ITS RADIO

XUM

Elder CBS Report

(Continued from page 14)

the percentages increased in use of all radio-advertised products in radio homes as daily listening time increased. For example, the increase in radio-advertised brands, in homes listening less than 3 hours, for toothpastes was 38.2 per cent, whereas the gain was 50.8 per cent in homes listening more than 3 hours. Conversely, it was explained, those brands which were not advertised by radio had a smaller proportion of users in radio homes than in homes without radios.

Two Years Compared

COMPARISONS between the 1931 and 1932 Elder studies reveal steady gains in radio advertising effectiveness. They disclose that the total gain shown for all radio-advertised products in radio homes compared to non-radio homes increased from 29.3 per cent in 1931 to 35.1 per cent in 1932; that the gain for all radio-advertised brands in homes where radio listening exceeds 3 hours a day increased from 36.1 per cent to 40.1 per cent; that the average daily listening time for all radio homes which returned the Elder questionnaire increased from 4.04 hours to 4.17 hours; that the minimum gain shown for any radio-advertised product in any of the nine categories of goods decreased from 3.8 per cent in 1931 to 1.8 per cent in 1932; that the maximum gain shown for any radio-advertised product in the same nine categories increased from 170 per cent to 260 per cent; that the maximum loss for any group of non-radio-advertised products in radio homes increased from 25 per cent to 40.6 per cent, and that the number of brands in nine categories of products using radio network advertising remained at 24 for both years.

"With the same number of radio-advertised brands on the networks in both studies," said the CBS analysis of the Elder report, "It will be seen that their total gain in brand preference in radio homes is greater this year than last, the range of these gains wider, with heavier losses this year for non-radio-advertised brands. Average daily listening time remains over four hours in both studies. And, of course—another million homes have become radio-equipped since 1931."

Summarized Conclusions

CBS CONCLUSIONS gleaned from the survey were:

"1. Has Radio Sold Goods in 1932? Emphatically yes. Over 35 per cent more goods . . . in millions of radio homes!

"2. The more they listen—the more they buy! Preference for radio advertised brands increases still further as listening time increases in radio homes.

"3. Radio advertising is both attack and defense! All non-radio-advertised brands, left undefended on the air, show sizable corresponding losses in radio homes.

"4. The radio market—(17,000,000 homes, over 50 per cent of U. S. total)—pays rich rewards, in consumer purchases, direct to the sponsors of its programs."

Pointing out that the percentage gain is based on the aggregate count of radio-advertised brands mentioned on all cards filled out by radio owners and non-radio owners, the survey showed that the average number of radio-advertised brands mentioned per 100 non-radio homes was 279. Per 100 radio homes it was 377, or an increase of 98 on 279 or 35.1 per cent. All told, 51,994 brands were mentioned on the nearly 6,000 cards returned from the ten representative cities.

Latest Quota Distribution

[OFFICIAL RADIO COMMISSION TABULATION AS OF NOV. 5, 1932]

		Total		Over or Under Quota	
	Population	Due	Assigned	Units	Per cent
	FIRST ZONE				
New York	12,588,066	35.07	37.87	+ 2.80	+ 8
Massachusetts	4,249,614	11.84	10.46	— 1.38	— 12
New Jersey	4,041,334	11.26	11.53	+ 0.27	+ 2
Maryland	1,631,526	4.55	4.20	— 0.35	— 8
Connecticut	1,606,903	4.48	3.55	— 0.93	— 21
Puerto Rico	1,543,913	4.30	0.50	— 3.80	— 88
Maine	797,423	2.22	2.26	+ 0.04	+ 2
Rhode Island	687,497	1.91	1.40	— 0.51	— 27
District of Columbia	486,869	1.35	1.30	— 0.05	— 4
New Hampshire	465,293	1.29	0.92	— 0.37	— 29
Vermont	359,611	1.00	0.74	— 0.26	— 26
Delaware	238,380	0.67	0.62	— 0.05	— 7
Virgin Islands	22,012	0.06	----	— 0.06	—100
Total	28,718,441	80.00	75.35	— 4.65	— 6
	SECOND ZONE				
Pennsylvania	9,631,350	27.63	20.28	— 7.35	— 27
Ohio	6,646,697	19.07	18.84	— 0.23	— 1
Michigan	4,842,325	13.89	10.83	— 3.06	— 22
Kentucky	2,614,589	7.50	8.50	+ 1.00	+ 13
Virginia	2,421,851	6.95	9.50	+ 2.55	+ 37
West Virginia	1,729,205	4.96	4.95	— 0.01	— 0
Total	27,886,017	80.00	72.90	— 7.10	— 9
	THIRD ZONE				
Texas	5,824,715	16.22	22.67	+ 6.45	+ 40
North Carolina	3,170,276	8.82	8.15	— 0.67	— 8
Georgia	2,908,506	8.10	8.10	— 0.00	— 0
Alabama	2,646,248	7.37	6.32	— 1.05	— 14
Tennessee	2,616,556	7.29	12.83	+ 5.54	+ 76
Oklahoma	2,396,040	6.67	8.44	+ 1.77	+ 27
Louisiana	2,101,593	5.85	8.39	+ 2.54	+ 43
Mississippi	2,009,821	5.60	3.11	— 2.49	— 44
Arkansas	1,854,482	5.16	4.70	— 0.46	— 9
South Carolina	1,738,765	4.83	1.70	— 3.13	— 65
Florida	1,468,211	4.09	8.45	+ 4.36	+107
Total	28,735,213	80.00	92.86	+12.86	+ 16
	FOURTH ZONE				
Illinois	7,630,654	22.52	34.38	+11.86	+ 53
Missouri	3,629,367	10.71	11.73	+ 1.02	+ 10
Indiana	3,238,503	9.56	7.50	— 2.06	— 22
Wisconsin	2,939,006	8.67	7.86	— 0.81	— 9
Minnesota	2,563,953	7.57	9.08	+ 1.51	+ 20
Iowa	2,470,939	7.30	11.48	+ 4.18	+ 57
Kansas	1,880,999	5.55	5.85	+ 0.30	+ 5
Nebraska	1,377,963	4.06	7.30	+ 3.24	+ 80
South Dakota	692,849	2.05	2.92	+ 0.87	+ 42
North Dakota	680,845	2.01	2.99	+ 0.98	+ 49
Total	27,105,078	80.00	101.09	+21.09	+ 26
	FIFTH ZONE				
California	5,677,251	36.86	37.46	+ 0.60	+ 2
Washington	1,563,396	10.15	15.46	+ 5.31	+ 52
Colorado	1,035,791	6.72	9.18	+ 2.46	+ 37
Oregon	953,786	6.19	9.22	+ 3.03	+ 49
Montana	537,606	3.49	3.65	+ 0.16	+ 5
Utah	507,847	3.30	6.60	+ 3.30	+100
Idaho	445,032	2.89	3.00	+ 0.11	+ 4
Arizona	435,573	2.83	2.35	— 0.48	— 17
New Mexico	423,317	2.75	4.03	+ 1.28	+ 47
Hawaii	368,336	2.39	1.84	— 0.55	— 23
Wyoming	225,565	1.46	0.60	— 0.86	— 59
Nevada	91,058	0.59	0.70	+ 0.11	+ 19
Alaska	59,278	0.38	0.48	+ 0.10	+ 26
Total	12,323,836	80.00	94.57	+14.57	+ 18

THE FUTILITY of the Davis Amendment, requiring equitable distribution of broadcasting facilities among the states and radio zones according to population, is again shown in this latest analysis of quota distribution prepared by the Radio Commission, nearly four years after the enactment of the amendment.

Although there have been minor changes in the quota status of individual states, the analysis discloses that 27 states still are overquota, and 19 states are underquota. Only two states—West Virginia and Georgia—have their exact quotas. Using the arbitrary figure of 400 units established by the Commission as the country's quota, the analysis discloses that the United States as a whole is 37.47 units overquota.

Whereas each zone is entitled to 80 units, the first zone has 75.35, the second, 72.90, the third, 92.86, the fourth, 101.09 and the fifth, 94.57. Illinois has an excess of 11.86 units, or the equivalent of about a dozen 1 kw. regional stations operating full time, and Pennsylvania is the most underquota state, lacking 7.35 units.

The figures show that the Davis Amendment is inoperative and cannot be enforced without drastic readjustments which inevitably would lead to endless litigation. Because of the vigorous attacks against the amendment, the view is prevalent that Congress shortly will repeal or modify it to make it conform with engineering principles.

October Net Revenues Greatest Since Spring; Below Same Month, '31

NETWORK revenues from the sale of time continued to climb out of the summer slump in October, when NBC and CBS grossed $3,035,631, the highest income recorded since last May, according to National Advertising Records. The October figure, however, is still below that of the same month last year, when it was $3,253,298.

Thanks, however, to the favorable first five months of 1932, the combined incomes of the two major network organizations for the first 10 months of this year, amounting to $33,041,245, are still ahead of the $28,687,525 figure recorded for the first 10 months of 1931.

NBC during October grossed $2,063,273 from the sale of time, which compares with $2,318,091 during the same month last year. CBS during October grossed $972,358, which compares with $935,207 during the same month last year.

Increases for October were recorded in drugs and toilet goods, foods and food beverages, oils, machinery and mechanical supplies, paints and hardwares, shoes and leather goods, financial and insurance, house furnishings and furnishings, jewelry and silverware and miscellaneous accounts.

Two NBC Auditions

NBC AUDITIONS for prospective new accounts are reported from New York for the following concerns: William R. Warner & Co., New York (Sloan's Liniment), considering an adaptation of "20,000 Years in Sing Sing" by Warden Lewis Lawes, and Fitzgerald Manufacturing Co., Torrington, Conn. (electrical appliances), planning a program after Jan. 1 possibly with the "Jesters", formerly the "Tastyeast Jesters."

Joins Battle

KFBX, Sacramento, operated by the James McClatchy newspapers, Nov. 22 joined in the scramble for the facilities of KTM, Los Angeles and KELW, Burbank, Calif., which stations recently were recommended for deletion by Chief Examiner Yost. It is the ninth application filed for the assignment with 1 kw., the Hearst newspapers seeking voluntary assignment of the licenses, while four other existing stations seek the wave and three propose establishment of new stations, should KTM and KELW be deleted.

Consumers Testify

TESTIMONIALS have replaced commercial announcements in the program, "The Wayside Cottage", sponsored by Koppers Seaboard Coke Co. on WOR, Newark. Consumers discuss their experiences with the fuel without charge. The scheme was evolved by N. W. Ayer & Son, Inc.

"OL' BILL," Bruce Bainsfather's famous cartoon strip, may be placed on NBC as a sustaining program, having been auditioned for the program board in November.

REVIVING THE BEDTIME STORY

Baking Company Sponsors Non-Professionals in Songs and Stories Familiar to All Children

By LEWIS EDWIN RYAN
Lewis Edwin Ryan Agency,
Washington, D. C.

A KINDERGARTEN teacher and a 14-year old school girl, both without previous radio experience—that's the basis of a series of programs which our agency is putting on for the Charles Schneider Baking Co. The teacher tells stories and the girl sings—songs and stories that every child knows well.

To date our experiment has been amazingly successful. The feature appears to be growing in popularity daily. Letters from the radio audience indicate that 5:15 p.m. is the time when children turn on the radio for WRC, Washington, our outlet.

For the Kiddies

IN BUILDING this program, we had a single idea in mind: We wanted a program so simple that every child could understand. We wanted stories that every child readily recognized; songs that were outstanding children's favorites.

Apparently we were right. One of our first letters—from a mother—said:

"Your program is the one program which my two children enjoy. It is so simple. Although they have heard the stories and songs many times, they love to hear them over and over again."

What we have done is to go back to the old bedtime story idea, so prevalent in the early days of radio. The feature, which is called "Aunt Sue and Polly", is broadcast Monday to Friday inclusive from 5:15 to 5:30 p.m. and on Saturdays from 10:30 to 10:45 a.m.

To test the pulling power of the program, we invited children to watch the broadcast in the studios—the invitation being issued on the condition that children send in a wrapper from Schneider's bread. The first week 150 children came; the second week, 250. Our last party brought 900 children. The studios can no longer accomodate the crowds; so for the last party we hired an auditorium.

Diesel Power Saves

HOW a 10 kw. broadcasting station is saving $.87 per kilowatt-hour on its power bill by using Diesel power, a savings amounting to $6,696 in the first 18 months of operation, is described in an article titled "KSTP, Dieselized, Gives Better Service" in the November-December issue of F-M NEWS, house organ of the Fairbanks, Morse & Co., Chicago. The savings, the article says, will retire the original investment within five years, thereafter furnishing the station additional profits. The St. Paul station is one of the few in the country relying on Diesel rather than ordinary power.

N. Y. Insurance License Needed for Broadcast

INSURANCE companies not licensed for business in New York may not legally use broadcasting stations in that state for radio programs soliciting insurance, Judge Max S. Levine, of the General Sessions Court of New York County, ruled Nov. 21. The case involved an action by Attorney General John J. Bennett, Jr., in behalf of the State Insurance Department, against WOV, New York, for broadcasting sponsored programs of the Union Mutual Life Co., of Des Moines, Ia. Since the company was not licensed for business in New York State, violations of the penal code and section 50 of the state insurance law are alleged.

The defense offered by the station—that the state could not interfere with its operations because broadcasting is interstate commerce, subject only to federal regulation—was contradicted by Judge Levine. He said the law does not permit "a foreign insurance company to enter this state, unless properly qualified, by resorting to the devices of employing the radio as an agency in the transaction of its business in this state."

MODERNIZED

The TESTED SPOT for TEST PROGRAMS

THE MIDDLE-WEST'S OUTSTANDING BROADCASTING STATION

KMBC

A KEY STATION OF COLUMBIA BROADCASTING SYSTEM.

To give the Advertiser MAXIMUM COVERAGE, from New Western Electric Dynamic Microphones to the Newest Accomplishment of the Bell Laboratories in Broadcast Transmitters, KMBC Equipment is Modernized.

To give the Advertiser MAXIMUM CIRCULATION, from Creation and Production of Programs to the Effective Merchandising Thereof, KMBC is Departmentally Modernized.

KMBC of KANSAS CITY

Here's where people are buying things

THE SOUTH

Where September Department Store Sales Increased 22.5%

Bright, cheerful news every day is coming from all sections of the South.

September department store sales up 22.5%. September wholesale trade up 16.6%. (6th Federal Reserve District Bulletin.)

Construction awards for August, September, October were in greater dollar volume than for the similar period of 1931!

Production of textiles in the past three months has increased at a more rapid rate than for any corresponding period since monthly records were first kept in 1912!

Forbes Magazine Pictograph—a composite business map of the country—shows the South still setting the pace toward recovery.

More people at work, more money being spent, more goods being consumed, in this area to which WSM is dedicated.

ALERT MERCHANDISERS MAY PENETRATE THIS MARKET INFLUENTIALLY, DIRECTLY, EFFECTIVELY THROUGH WSM

The Giant of the South. 50,000 Watts
The World's Tallest Antenna . . . . .
For available time, talent, market information, wire collect

WSM

NASHVILLE, TENNESSEE

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, Incorporated

The Case for Long Waves

(Continued from page 13)

to advertisers. It is an unpleasant fact, I know, for those of you who occupy assignments in the high frequency end of the broadcast band, but it is true and those advertisers who do not already know it are going to find it out."

Another important technical factor, he said, is the disclosure that transmission over sea-water on 1500 kc. is just about as good as on 500 kc., at least for distances up to about 300 miles.

"To put it another way, the ground wave on 1500 kc. is not absorbed when it travels over seawater anywhere near to the same extent that it is over land," he declared. "This, of course, is of importance in determining what frequencies are to be given to ship use in case broadcasting crowds the ship service out of part of the low frequency band."

Discounts Criticisms

REGARDING disadvantages of the long waves, Mr. Caldwell said there is a noise level due to atmospherics which is worse on 150 kc. than on 1500 kc. This noise, usually called natural static, exists largely in the opinion of opponents to invasion of long waves for broadcasting and has not been measured precisely. Declaring he believed this fault exaggerated, he said European broadcasters scoff at the idea that static furnishes any argument against the use of the lower frequencies.

Not even the most determined opponents would contend that the lowest of the frequencies under discussion, in the band from 160 to 224 kc., now used in Europe, would not be eminently suited for broadcasting in Canada and the northern part of the United States, he declared.

A more serious obstacle to use of the long waves in the United States, however, Mr. Caldwell asserted, is that most of 12 or 13 million receiving sets in the United States are constructed so as to receive only in the band 550 to 1500 kc. Then there are the services with equipment adapted to operate only in given bands.

Cost of New Receivers

"THE RECEIVER problem in itself would be enough to make us pause seriously before urging an extension of the broadcast band," he said. "No matter how superior the lower frequencies may be from the point of view of coverage, the superiority is not very important to a broadcaster if there are no listeners with receiving sets for these frequencies. He will simply be wasting his sweet music on the desert air."

Mr. Caldwell said, however, that sets capable of tuning in the long waves would not cost more than present sets, many of those being used in Europe having been made by American manufacturers. Events of the last three years, he declared, however, have provided the necessity for invading the long waves, even if a couple of "lean years" from the point of view of advertising are in store. Mexico and Cuba must be provided waves, and there is no additional room between 550 and 1500 kc. He criticized the act of last May whereby this government "calmly handed over to Canada two of our clear channels and, in addition the frequency of 540 kc." without consulting any of the broadcasters affected.

Moreover, Mr. Caldwell declared, by increasing Canada's share of clear channels from six to nine, the United States increased the number which Mexico will be tempted to argue for by a corresponding amount. Mexico, after all, he pointed out, has nearly twice the population of Canada, and a slightly larger settled area. Then there is Cuba, Newfoundland, and perhaps other countries to be taken care of.

Sees Mexican Dangers

REGARDING the Mexican problem and interference, existing and threatened. resulting from operation of Mexican stations in between American channels, Mr. Caldwell predicted that Mexico some day will adopt a government owned or controlled broadcast system and will establish, as Canada proposes to do, a series of high power stations designed to cover its whole area.

Mr. Caldwell analyzed the solution of the North American problem in this way:

"Whether we like it or not, Mexico is going to have broadcasting stations and sooner or later is going to have enough stations of sufficient power to cover Mexico's area. Now we can take one of three courses. First, we can continue our Department of State's policy of doing nothing. In this case we are going to lose and lose heavily, from interference from stations placed haphazardly on any frequency that Mexicans choose.

"Secondly, we can leave the broadcast band as it is, i. e., 550 to 1500 kc. and provide exclusive frequencies for Mexico's high power stations in this band. This means either that a lot of our stations will go off the air entirely, will just be wiped out over night without compensation, or that some such expedient will be adopted as decreasing the separation between regional and local channels from 10 kc. to 9, 8 or even 7 kc.

"The third alternative is to provide more frequencies for broadcasting; in other words, to widen the broadcast band. This seems greatly preferable to death or mortal injury by one of the other alternatives. If this is done, it clearly should be in the direction of the lower frequencies, since these are admirably suited for broadcasting, and not in the direction of the frequencies above 1500 kc., which are notoriously unsuited for broadcasting. In either case, existing receiving sets would have to be replaced, or extra attachments would have to be added."

United Stand Necessary

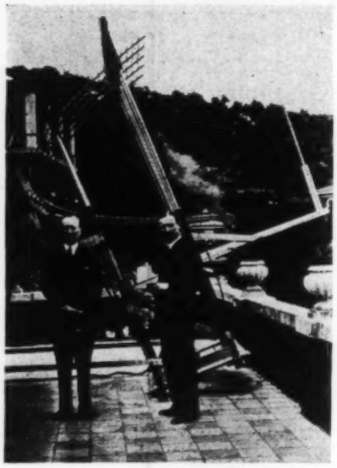
SHOULD the band be widened. Mr. Caldwell said, it is hardly likely that other North American countries can be persuaded to take all new frequencies and leave the U. S. stations on their present assignments. A few stations in this country might have to do the moving, he declared.

Assuming that as a result of the Madrid conference sufficient frequencies are obtained to take care of other countries, Mr. Caldwell urged American broadcasters in advance not to view the occasion as offering any opportunity for bettering their own assignments.

"It simply is not in the cards," he said. "We shall be lucky if we get off with what we now have, and we do not want to mix our international problems with our domestic difficulties. Let us at this North American Conference try to keep our relative positions with respect to each other and then settle our own difficulties before the Radio Commission at a later date. We must present a united front in this matter and throw the whole strength of the broadcasting industry on the side of a solution which will protect each and every American broadcaster, large or small, not a solution which will harm one for the benefit of the other."

Mr. Caldwell advocated establishment of a closer relationship with the International Broadcasting Union, a semi-official organization of broadcasting administrations in Europe, which started the long wave battle. He also urged that broadcasting be given equal representation with other private interests at all international radio discussions where allocations are involved.

In conclusion, Mr. Caldwell praised the work of the American Delegation headed by Vice Chairman Sykes of the Commission. The delegation, he said, "has at all times been with us" and has acted "according to conscience and not according to any ulterior motives." Judge Sykes "has done an admirable job as chairman of the delegation and has won the respect and esteem of the Americans who attended and of the delegates of other nations. Dr. Jolliffe (Commission chief engineer) has done a very fine piece of work in the field in which he has been active at Madrid. So have the others."



Courtesy Marconi Co. of London

Bending the Ultra-Shorts

THIS is the apparatus with which Marchese Marconi (left) recently conducted his radiotelegraph and radiotelephone transmissions on a wave length of 57 centimeters between Rocca di Papa, near Rome, and Cape Figari, Sardinia, a distance of 168 miles. This remarkable test broke all previous records for distance achieved in waves below 1 meter, demonstrating that such ultra-short waves can be used over distances exceeding the optical "line of sight" range and can overcome the supposed obstacle represented by the curvature of the earth.

Using the same equipment and a standard yacht telephone set, Marconi also maintained two-way telephone communication between his yacht *Elettra* and Rocca di Papa up to 80 miles, and received Morse messages up to 150 miles. When first reported, the Marconi experiments created intense interest in the radio world, indicating that the extremely high frequencies may some day be made available for broadcasting and television purposes as well as other fields of communication.

WSM Broadcasts Game Despite Conference Ban

BARRED by the rules of the Southern Conference from broadcasting the Tennessee-Vanderbilt and other important gridiron games, WSM, Nashville, assigned "Tiny" Stowe, ex-gridiron star, to "cover" the game via ticker tape reports received in the studio from the press box. Knowing the style of play of the teams intimately, Stowe was able to give a play-by-play account with full description so vividly that it was hard to persuade listeners he was not actually at the game.

Since progressive southern stations have found ways of giving their audiences all the major southern games, it is regarded as a foregone certainty that the ban on field broadcasts will be lifted by next season. The Southern Conference, it is believed, is alone in barring the microphone, attempts in the other major collegiate groups to impose the ban all having come to naught.

KYW Building Umbrella Type Aerial in Chicago

PENDING action by the Radio Commission on the removal of the Westinghouse station, KYW, Chicago, to Philadelphia, engineers of the company are completing the construction of a new "umbrella" aerial designed to increase the audible field of the Chicago transmitter. The station has experienced difficulty in reaching certain parts of the Chicago metropolitan area as effectively as desired, and it is believed the new equipment will overcome that drawback.

Essentially the "umbrella" aerial consists of a series of heavy copper wires strung in the shape of ribs in a steel frame of an umbrella. An even distribution of waves, an emphasis on the nearby area or emphasis on the far-off sectors may be effected by manipulations of the shape of the "ribs." The new KYW installation is copied after those in use at KDKA, Pittsburgh, and WBZ, Boston.

Shuler Loses Free Speech Appeal; May Try Supreme Court

Pastor's Property Rights Plea Also Rejected; WHOM Wins

IN AN OPINION denying the contention of abridgement of free speech on the air and rejecting the theory of radio property rights, the Court of Appeals of the District of Columbia Nov. 28 affirmed the decision of the Radio Commission deleting KGEF, Los Angeles, because of the utterances of Rev. Robert P. Shuler. The case, which raised the free speech issue for the first time, may be appealed to the Supreme Court, if a petition for rehearing in the lower court fails.

Delivered by Associate Justice D. Lawrence Groner, newest member of the court, the opinion held that Dr. Shuler, pastor of the Trinity Methodist Church South and recently defeated candidate for U. S. Senator from California actually owned the station, despite issuance of the license in the name of the church. It brought out that Dr. Shuler's broadcasts were "sensational" rather than instructive, and that in two instances the pastor had been convicted of attempting in his radio talks to obstruct the orderly administration of public justice.

The station was deleted last year by the Commission, and went off the air when the same court refused a stay order.

Discussing free speech, the opinion said the constitutional guaranty does not mean that the government, through agencies established by Congress, may not refuse a renewal of license to one "who has abused it to broadcast defamatory and untrue matter." In that case, it added, there is "not a denial of the freedom of speech but merely the application of the regulatory power in a field within the scope of its legislative authority."

Not in Public Interest

AFTER REVIEWING evidence, which it held "abundantly sustains the conclusion of the Commission that the continuance of the broadcasting programs of appellant is not in the public interest," and alluding to religious attacks and the use of objectionable language by Dr. Shuler, the court said:

"If it be considered that one in possession of a permit to broadcast in interstate commerce may, without let or hindrance from any source, use these facilities, reaching out, as they do, from one corner of the country to the other, to obstruct the administration of justice, offend the religious suceptibilities of thousands, inspire political distrust and civic discord, or offend youth and innocence by the free use of words suggestive of sexual immorality, and be answerable for slander only at the instance of the one offended, then this great science, instead of a boon, will become a scourge, and the Nation a theater for the display of individual passions and the collision of personal interests. This is neither censorship nor previous restraint, nor is it a whittling away of the rights guaranteed by the first amendment, or an impairment of their free exercise. Appellant may continue to indulge his strictures upon the characters of men in public office. He may just as freely as ever criticize religious practices of which he does not approve. He may even indulge private malice or personal slander—subject, of course to be required to answer for the abuse thereof—but he may not, as we think, demand, of right, the continued use of an instrumentality of commerce for

(*Continued on page 33*)

NAB Registration . . .

(*Continued from page 12*)

Shaw, Harry, WMT, Waterloo, Ia.
Shepard, John, III, Yankee Network, Boston.
Slavick, H. W., WMC, Memphis, Tenn.
Sleininger, C. L., Free & Sleininger, Chicago.
Smith, Geo. S., KDYL & KLZ, Salt Lake City (Washington).
Smith, Harold E., WOKO, Albany, N. Y.
Smith, Mark N., KMBC, Kansas City.
Smith, Vernon H., WREN, Lawrence, Kan.
Smits, N. J., WHBY, Green Bay, Wis.
Snyder, Glenn, WLS, Chicago.
Soule, R. G., WFBL, Syracuse, N. Y.
Southard, Edythe Fern, WJAY, Cleveland.
Sowell, F. C., Jr., WLAC, Nashville.
Spence, Edwin M., WPG, Atlantic City.
Spies, M. C., WDZ, Tuscola, Ill.
Sprague, E. S., WEAF, New York.
Stamm, Gus W., Broadcast Advertising, Chicago.
Stevenson, Thomas, Broadcast Reporter, Washington.
Stewart, Jack, WFBR, Baltimore.
Stinson, L. W., KVOO, Tulsa, Okla.
Stone, Harry, WSM, Nashville.
Storey, John J., WTAG, Worcester, Mass.
Summerville, W. H., KRLD, Dallas.
Sutton, Geo. O., Washington, D. C.
Sweet, R. W., WLAC, Nashville.
Taishoff, Sol, Broadcasting Magazine, Washington.
Taylor, F. G., Broadcasting Magazine, Washington.
Taylor, Inglis M., WEBQ, Harrisburg, Ill.
Temple, J. M., KCMC, Texarkana, Tex.
Thomas, N. A., WDOD, Chattanooga, Tenn.
Thompson, Robert M., WJAS, Pittsburgh.
Thompson, Roy, WFBG, Altoona, Pa.
Thurston, E. W., Western Electric Co., New York.
Tyson, L. B., KHJ, Los Angeles, Cal.
Vance, H. C., RCA Victor Co., Chicago.
Van Volkenburg, J. L., KMOX, St. Louis.
Voynow, Edward E., Scott Howe Bowen, Inc., Chicago.
Wagner, Rev. James A., WHBY, Green Bay, Wis.
Ward, J. T., WLAC, Nashville.
Way, W. B., KVOO, Tulsa, Okla.
Weber, Fred, WENR, Chicago.
Weiss, Lewis Allen, WJR, Detroit.
West, Bill, KMOX, St. Louis.
Wheelahan, H., WSMB, New Orleans.
Wheeler, Clarence, WHEC, Rochester, N. Y.
White, J. Andrew, American Broadcasting System, New York.
Wick, Bert, KDLR, Devil's Lake, N. D.
Williamson, W. P., Jr., WKBN, Youngstown, O.
Wilson, Howard, Willot Co., KFBI-KFEQ, Kansas City.
Winger, Earl W., WDOD, Chattanooga, Tenn.
Winters, Emerson, WHO, Des Moines.
Withycomb, Donald, Nat'l Broadcasting Co. New York.
Wooten, Hoyt, WREC, Memphis, Tenn.
Worden, Ralph, WJAY, Cleveland.
Wright, J. F., WILL, Urbana, Ill.
Young, Dr. Geo. W., WDGY, Minneapolis.
Zimmerman, G. E., KPRC, Houston.
Zimmermann, Geo. H., WCAH, Columbus, O.

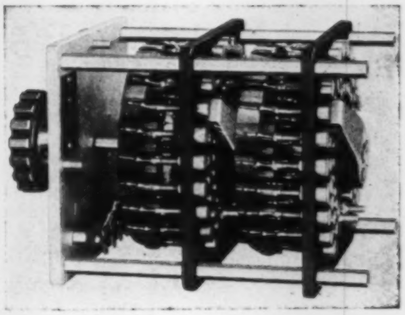
A Master Gain Control

Low Noise Level

Panel at Ground Potential

Positive Grip Knob

Negligible Frequency Error



Type 552 Volume Controls are available in T- and H-sections with impedances of 200 or 500 ohms, and in L-sections with impedances of 50, 200, or 500 ohms.

Total attenuation 30 db. in steps of 1.5 db.

PRICES:

L-type	$28.00
T-type	34.00
H-type	48.00

For Microphone Mixer Circuits

Type 652 Volume Control is a slide-wire type of attenuator combining compactness and low cost with excellent electrical and mechanical properties. It uses a ladder-type network which has a linear attenuation characteristic and nearly constant impedance. The noise level is extremely low.

Impedance: 50, 200, or 500 ohms.

Infinite Attenuation: linear from 0 to 45 decibels.

PRICE: $12.50

For complete details, address the General Radio Company, Cambridge, Massachusetts.

GENERAL RADIO CO.

INSTRUMENTS OF PRECISION AND DEPENDABILITY

CAMBRIDGE A, MASSACHUSETTS

NAB is Revitalized at Convention

(*Continued from page 9*)

of Internal Revenue. Regarding the possibility of taxing stations, Mr. Bellows suggested that the trend toward beer and beer taxes likely will stop that project.

A test case on the political section of the law, in the light of the Nebraska Supreme Court decision holding stations equally liable with speakers for libel uttered over their facilities, was advocated by Mr. Bellows. The case, still pending in the court to which it was remanded by the higher Nebraska tribunal, should be appealed to the Supreme Court of the United States, he said.

Mr. Bellows also urged that the personnel of the NAB legislative committee be enlarged so that one member would be in each state and could inform headquarters of radio legislation in the legislatures. Moreover, he said, there should be broadcasters in each district to get in touch with members of state and federal legislatures on matters of importance to broadcasting.

On copyright legislation, Mr. Bellows reviewed the activity of the last session. He said every Congressman and Senator should learn from his constituent broadcaster that something must be done to check the rampage of ASCAP. He offered a resolution authorizing the board of directors to employ such counsel as it may from time to time need to appear before state and federal legislatures and to appeal to the courts when necessary.

Advertising Threats:

FREDERICK GAMBLE, executive secretary of the American Association of Advertising Agencies, in an address delivered for Charles F. Gannon, chairman of the AAAA radio committee, declared the industry must act in concert to prevent further regulation. Such regulation, he said, is in the offing for all advertising unless joint action is taken to curb legislation placing further governmental inhibitions on it.

Urging that wide powers be given the NAB board, like those vested in the AAAA board, he said it then would be in position to meet emergency situations without complications. Agencies, he said, are concerned over ASCAP copyright fees "because they will undoubtedly be passed along to the advertiser."

Discussing program building, Mr. Gamble said agencies want to cooperate with broadcasters on programs, but he added that "final control of programs must unquestionably remain in the stations' hands." Control responsibility, he explained, "also carries with it responsibility to improve programs."

Regarding recognition by stations of various agencies, Mr. Gamble urged NAB to recognize only those agencies which have proved themselves bona fide. He recommended payments of cash discounts, and urged adoption of the new contract forms worked out cooperatively by the radio committee of AAAA and the commercial section of NAB. The proposed form was circulated at the convention and referred to the board for consideration. E. S. Sprague, NBC attorney, objected to that portion of the contract which would hold stations responsible for violations of copyright, and Mr. Gamble replied that no provisions of the contract are mandatory, and that contracts may be returned to the agency with objectionable requirements stricken.

Copyright Debate:

FORMAL copyright discussion was opened by Mr. Morency, who served as chairman of the copyright committee which was formed last April and carried on negotiations with E. C. Mills, general manager of ASCAP, until acceptance by the board of the so-called 3-4-5 contract in August. He pointed out that A. L. Ashby, vice president and general attorney of NBC, and Edward Klauber, first vice president of CBS, members of the negotiating committee, had not seen his report, and might dissent.

Originally, Mr. Morency said, Mr. Mills demanded $3,500,000 from broadcasting instead of the annual royalty of less than $1,000,000 previously paid, on a 5 per cent of gross receipts basis, plus sustaining fees. He recounted the various steps taken, declaring that the agreement obtained by the committee for a 25 per cent increase to $1,250,000 for 16 months was rejected by the NAB board largely because of the request that a "legislative truce" be declared during that period. This truce was thought relatively unimportant by the committee since it left ample time to work out a final proposition.

In conclusion, Mr. Morency declared he believed the copyright committee obtained from ASCAP a "very favorable" deal, only to have it rejected by the NAB board and later to have the percentage basis forced upon it.

Schuette Reports:

IMMEDIATELY following Mr. Morency's report, Mr. Schuette submitted his report, in which he reviewed his negotiations with Mr. Mills up to the present time, having taken over the negotiations under specific direction of the board following its forced acceptance of the 3-4-5 plan. Mr. Schuette declared broadcasters are willing to pay a fair price for their music and that dealing with ASCAP under equitable conditions would be preferable to creation of exclusive radio-music pool.

"But when a monopoly bands together to fix arbitrary and extortionate prices the only way to meet it is through combined action," he declared.

Mr. Schuette accused Mr. Mills of not having the authority he claimed to deal with revision of contracts. After weeks of negotiations, he declared, Mr. Mills finally agreed that the copyright contract should limit payment of the royalty only on programs using ASCAP music and indicated that the ASCAP board would approve it. His board, however, rejected the proposition flatly and demanded that the royalty be on gross receipts of stations.

Final revision of the contracts to a "per piece" basis, whereby royalties would be paid only on the numbers used, was urged by Mr. Sehuette. He asked broadcasters to consider such a proposition and be in position to act, probably at the next convention. ASCAP, he asserted, must give music at a price equal to the cost to the broadcasters if they were to establish their own copyright pool. He then made his proposal for a Radio Program Foundation.

Urging an enlarged and united industry, Mr. Schuette suggested that, pending revision of the NAB by-laws, stations which have gross incomes of less than $30,000 per year, be admitted to membership at $60 per year. The present active membership minimum is $250.

Minor Proposals:

OTHER RECOMMENDATIONS made to the convention included a proposal by S. H. Bliss, WCLO, Janesville, Wis., that a committee be formed with a member in each state to campaign for increased NAB membership, and a proposal by John Gillin, WOW, Omaha, that examiners be appointed for each zone to hold hearings within the zone, and thereby relieve the hardship on stations forced to come to Washington for hearing. The convention also heard of the experiences of California broadcasters in passing along the ASCAP music royalty to advertisers from Mr. Tyson, KHJ, new director. Stations, he said, cannot afford to absorb that tax, and the application of the tax to the advertising costs puts ASCAP in a bad light.

Numerous offers for the 1933 convention were made at the convention's close. Among the cities presenting bids were New Orleans, Pittsburgh, Atlantic City, Los Angeles, Omaha and Chicago. These and other offers will be considered by the board at its spring meeting.

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....Be Thrifty
Comfortable cool rooms.
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$1.50 UP SINGLE
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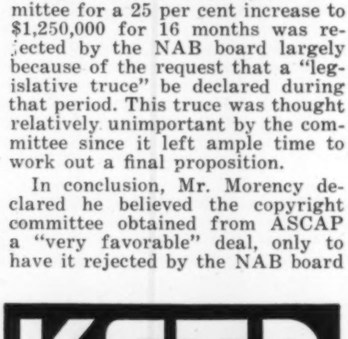
$1 a day more for two persons at Hotel Lexington. For instance, rooms at the minimum rate of $3 a day for one person, are only $4 a day for two.

And the Lexington is a new hotel, located in the Grand Central Zone, one block from fashionable Park Avenue.

HOTEL LEXINGTON
In Grand Central Zone, Lexington Ave. at 48th St.
NEW YORK CITY
CHARLES E. ROCHESTER, *General Manager*



KSTP

10,000 WATTS FULL TIME SCHEDULE. NORTHWEST'S LEADING RADIO STATION

Commission Plans Short Wave Probe

COMMERCIAL communication radio allocations and services will hold the Radio Commission's attention during the next few months. Under special authority from the Court of Appeals of the District of Columbia, granted Nov. 21, the Commission will reopen its inquiry into the four-year-old continental short-wave case involving applications of RCA Communications, Inc. and Mackay Radio & Telegraph Co., which were successful by appeals in reversing the Commission's 1928 allocations of waves above 1500 kc. for establishment of a continental point-to-point services to compete with established wire lines.

Of greater significance, however, was the Commission's action of Nov. 22 extending point-to-point international licenses held by a dozen companies for only six months instead of the regulation year. The Commission announced that the action was based on its desire to investigate changed conditions in transoceanic communications with a view to reshaping policies. The decisions of the Madrid Conference also will be considered. It is known, in addition, that the Commission has in mind consideration of certain traffic arrangements of leading companies in transoceanic communications.

Both hearings, likely to be held early next year, will be held before the Commission, sitting en banc, rather than before examiners. It is probable, too, that much of the evidence will be by stipulation so that the investigations are not likely to run into protracted sessions.

Radio and Music

RADIO is a thousand times more effective in teaching music appreciation in the schools than are phonographs and other mechanical reproducing devices, in the opinion of Dr. Arthur Frank Payne, eminent psychologist, who now broadcasts over WOR, Newark. Dr. Payne based his statement on observation of adolescents during his broadcasts.

CELEBRATING its third anniversary of continuous broadcasting, WRBL, Columbus, Ga., on Nov. 10 issued an attractive bulletin reviewing its activities during the last year.

John Henry is Director Of Omaha Radio Class

OMAHA Municipal University has added to its curriculum a course in broadcasting, covering every phase of the industry, and has placed John Henry, director of KOIL, in charge. Approximately twenty-five students are enrolled in the class, one-half of whom are women. The course embraces program conception and planning, program production and station management, including commercial sales phases.

George Roesler, director of the Omaha studios of KFAB, John Gillan, of WOW, and Frank Manchester, of WAAW, both of Omaha, will assist Mr. Henry in conducting the course. Classes are being held both at the university and at the studio of KOIL in order that the students may see a station in operation.

Seeks WIP As Call

THE RADIO COMMISSION has been asked to approve a transfer of the Keystone Broadcasting Co. to the Pennsylvania Broadcasting Co. so that WIP-WFAN, Philadelphia, may be labelled only WIP. The present operation of the consolidation stations will continue as heretofore.

Modern studios and offices will be constructed in the Gimbel building if the transfer is approved.

Biow Buys WAAM

MILTON H. BIOW, president of the Biow Co., New York agency, has purchased WAAM, Newark, a 1 kw. night and 2½ kw. day station which shares with WGCP and WODA. Operating company will be known as Biow Broadcasting Co. Ira B. Nelson remains as manager.

New Radio Outlet

SOUTHERN California gets a new station Dec. 1 when KCRC, Glendale, recently authorized by the Radio Commission, goes on the air on daylight schedule with 100 w. on 850 kc. W. J. Buffe has been named general manager and Paul J. Bender commercial manager.

RCA

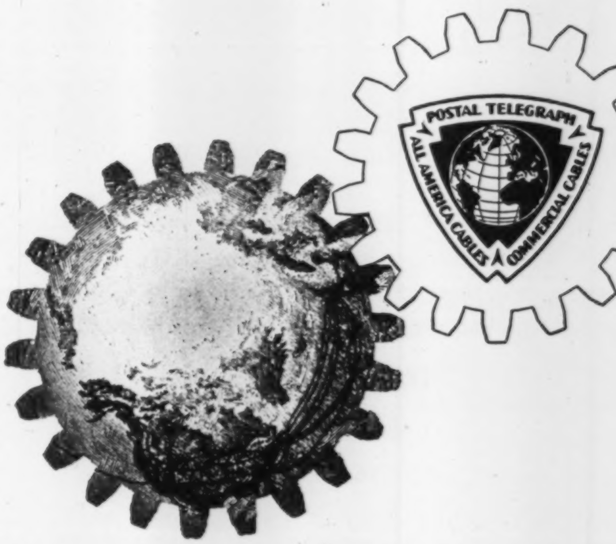
FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

GEARED to the COMMUNICATION NEEDS of the ENTIRE WORLD



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Postal Telegraph links you with 80,000 cities, towns and villages in the United States and Canada.* Its service extends to Europe, Asia and The Orient through Commercial Cables ... to Central America, South America and the West Indies through All America Cables ... and to ships at sea via Mackay Radio. It is the only American telegraph company that offers a world-wide service of coordinated record communications under a single management.

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Commercial Cables · All America Cables · Mackay Radio

ACTIONS OF THE
FEDERAL RADIO COMMISSION
NOVEMBER 15 TO NOVEMBER 30 INCLUSIVE

Applications . . .

NOVEMBER 15

WDEV, Waterbury, Vt.—License to cover CP issued 7-29-32 for changes in equipment and change of frequency, power and hours from 1420 kc., 50 w., specified hours to 550 kcs., 500 w.

WFAN, Phliadelphia—Voluntary assignment of license to Pennsylvania Broadcasting Co.

WAPI, Birmingham, Ala.—Modification of CP issued 11-17-31 for change location, change equipment and increase operating power from 5 to 25 kw., to extend date of commencement and date of completion.

WJBY, Gadsden, Ala.—CP to move transmitter from Anniston highway to 3rd and Chestnut Sts., Gadsden, and make changes in equipment, amended to change transmitter and studio to 112 N. 8th St., Gadsden, and change equipment.

WIBO, Chicago—Voluntary assignment of license to John S. Boyd.

KFJB, Marshalltown, Ia.—Make changes in automatic frequency control equipment.

KWCR, Cedar Rapids, Ia.—License to cover CP issued 9-23-32 for changes in equipment and increase operating power from 100 w. to 100 w. night, 250 w. LS.

Application returned to: NEW, Middle Village, N. Y. —CP to use 1500 kc., 100 w., share with WWRL, WMIL, WMBQ; facilities of WLBX, Long Island City, N. Y., now deleted.

NOVEMBER 17

WBBC, Brooklyn, N. Y.—License to cover CP issued 4-22-32 to make changes in auxiliary transmitter.

WOR, Newark, N. J.—Modification of CP issued 11-17-31 to extend date of commencement and date of completion.

WBAX, Wilkes-Barre, Pa.—CP to change frequency and power and hours from 1210 kc., 100 w., specified hours to 1230 kc., 250 w., unlimited hours (to use 4½ hours per day), new equipment resubmitted and amended to request unlimited hours (12 or more hours per day) and additional information given re equipment as required.

KMJ, Fresno, Cal.—Modification of CP issued 7-22-32 to extend date of completion to 12-22-32.

KDYL, Salt Lake City—Modification of license to change frequency from 1290 kc. to 780 kc.; requests facilities of KTM, Los Angeles, and KELW, Burbank, Cal.; resubmitted without change.

NOVEMBER 19

KGKB, Tyler, Tex.—Modification of CP issued 5-24-32 for changes in equipment to extend date of completion to 12-24-32.

WKBB, East Dubuque, Ill.—Modification of CP issued 10-21-32 for local change of transmitter location, changes in equipment and increase in specified hours of operation.

NOVEMBER 22

WNBW, Carbondale, Pa.—Modification of CP issued 8-18-32 to change location transmitter and studio to Scranton, Pa., new transmitter, extend dates of commencement and completion; also modification of license to change main studio to Hotel Casey, Adams and Lackawanna Aves., Scranton.

KFBK, Sacramento, Cal.—CP to install new transmitter, change frequency and power from 1310 kc., 100 w., to 1430 kc., 1 kw.; requests facilities KTM, Los Angeles, and KELW, Burbank, Cal.

Applications returned: WENC, Americus, Ga.—Modification of license to change power and hours from 100 w. D. to 50 w. night, 100 w., LS, unlimited hours; NEW, Harold Bourell and Larry Thomas, Hutchinson, Kans.—CP to use 1500 kc., 200 w. D; NEW, Capitol Radio Transmitting & Detection Corp., Joplin, Mo.—CP to use 1420 kc., 100 w., unlimited hours; requests facilities WMBH, Joplin, Mo.

NOVEMBER 25

WICC, Bridgeport, Conn.—CP to move transmitter from Easton to Pleasure Beach, Bridgeport, Conn. This application supersedes CP to move transmitter to Stratford, Conn.

WBEO, Marquette, Mich.—Modification of license for change in specified hours of operation.

WJBY, Gadsden, Ala.—CP to change location of studio and transmitter to 112 N. 8th St., and make changes in equipment; amended to change equipment.

WBAP, Fort Worth, Tex.—Modification of license to authorize use of WFAA's 50 kw. transmitter at Grapevine, Tex., and increase operating power from 10 to 50 kw.

KSL, Salt Lake City—Determine operating power by direct antenna measurement; also license to cover CP issued 11-17-31 for new 50 kw. transmitter.

NOVEMBER 29

WNBX, Springfield, Vt.—License to cover CP issued 7-5-32 and modifications to change transmitter location, new equipment, and change from 1200 kc., 10 w., share with WCAX, to 1260 kc., 250 w., D.

WJEQ, Williamsport, Pa.—Modification of CP issued 7-26-32 for new station to extend dates of commencement and completion to 1-1-33 and 2-1-33, respectively.

WIS, Columbia, S. C.—Voluntary assignment of license to station WIS, Inc.

KVOO, Tulsa, Okla.—Modification of CP issued 11-17-31 for 25 kw. transmitter to extend completion date to 3-17-33.

KFIZ, Fond du Lac, Wis.—License to cover CP issued 5-24-32 for new transmitter.

NEW, Juneau, Alaska—James A. Britton and R. W. Britton for CP to use 1210 kc., 100 w., D. (10 a.m. to 6 p.m.).

Applications returned: WICC, Bridgeport, Conn.—CP to change transmitter location to Stratford, Conn.; WRBX, Roanoke, Va.—Modification license to change hours of operation from sharing equally with WHIS; NEW, W. L. Gleason, Salinas, Cal.—CP to use 1210 kc., 100 w., unlimited hours.

NOVEMBER 30

WTBO, Cumberland, Md.—Voluntary assignment of license to Associated Broadcasting Corp.

WAZL, Hazelton, Pa.—Modification of CP issued 9-13-32 for approval of transmitter and studio location.

WKBF, Indianapolis—CP to move transmitter 12 miles from present location.

Decisions . . .

NOVEMBER 16

WJBI, Red Bank, N. J.; WFAB, White Plains, N. Y., and WGBB, Freeport, N. Y.—Granted assignment of hours to WJBI, effective Nov. 7, as follows: 7 to 9 p.m., EST, on Mondays only.

WNBX, Springfield, Vt.—Granted modification of CP to make changes in equipment.

WHBQ, Memphis, Tenn.—Granted modification of CP extending completion date from Nov. 26 to Jan. 26, covering move of transmitter locally.

KIEM, Eureka, Cal.—Granted modification of CP approving transmitter location at Eureka and changing type of equipment.

WESG, Ithaca, N. Y.—Granted modification of license to change frequency from 1270 to 1040 kc.

KASA, Elk City, Okla.—Granted license covering erection of new station, 1210 kc., 100 w., unlimited time.

KOMA, Oklahoma City, Okla.—Granted license covering move of transmitter locally and installation of new equipment 1480 kc., 5 kw., unlimited time.

WEBC, Superior, Wis.—Granted license covering local move of transmitter and changing equipment 1290 kc., 1 kw., 2½ kw., LS, unlimited time.

KWSC, Pullman, Wash.—Granted authority to remain silent from 9:30 p.m., PST, Dec. 17, to 6:45 a.m., PST, Jan. 1, in order to make repairs and improvements.

KOIN, Portland, Ore.—Granted CP to move transmitter locally to Barnes Road, outside city limits of Portland.

WFAB, New York—Granted special authority to use transmitter of WEVD until repairs are made, but not to exceed 10 days. (Action taken Nov. 10.)

WSPA, Spartanburg, S. C.—Granted authority to take depositions in the matter of application of WFBC and the Greenville News-Piedmont Co.

KTAR, Phoenix, Ariz.—Granted authority to take depositions in the matter of application of KTAR, Docket 1679.

Set for hearing: KGEW, Fort Morgan, Co..—Renewal of license; NEW, Lansing, Mich.—Requests CP, 1210 kc., 100 w., unlimited time; WWL, New Orleans—Requests modification of license to change hours of operation from specified to unlimited (facilities of KWKH); WKBH, LaCrosse, Wis.—Requests modification of license to change hours of operation from simultaneous day with KSO, sharing at night with KSO, to unlimited.

KGER, Long Beach, Cal.—Application for renewal of license withdrawn from hearing docket and renewal granted.

KELW, Burbank, Cal., and KTM, Los Angeles—Granted oral argument to be held at 10 a.m., Dec. 17.

NOVEMBER 18

WJEJ, Hagerstown, Md.—Granted license covering erection of new station; 1210 kc., 100 w., D.

WMBG, Richmond, Va.—Granted license covering installation of new auxiliary and increase in power of auxiliary from 10 to 100 w., 1210 kc.

WHBF, Rock Island, Ill.—Granted consent to voluntary assignment of license to Rock Island Broadcasting Co.

KIDW, Lamar, Col.—Granted consent to voluntary assignment of license to the Lamar Broadcasting Co.

WRAM, Wilmington, N. C.—Granted authority to remain silent for a period of two weeks, in order to overhaul equipment.

NOVEMBER 22

KTW, Seattle, Wash.—Granted three months renewal of license, 1220 kc., 1 kw.; hours of operation: Sundays and holidays: Sunday, 11 a.m. to 1 p.m.; 3 to 4:30 p.m.; 7 to 9:30 p.m.

KTFI, Twin Falls, Idaho—Authorized to file appearance with Commission not later than Nov. 26. Copy of appearance must also be in hands of KGKX on said date.

KRMD, Shreveport, La.—Granted special authority to operate from 4 to 5 p.m., CST, daily except Saturday and Sunday to 3 a.m., EST, Dec. 1.

Granted temporary licenses, subject to such action as the Commission may take on their pending applications for renewal: WHAT, Philadelphia; WIL, St. Louis; WJBY, Gadsden, Ala.; WMBS, Galesburg, Ill.; KFWF, St. Louis; KRMD, Shreveport, La.; KWEA, Shreveport, La.

WCAX, Burlington, Vt.—Granted renewal of license, 1200 kc., 100 w.; hours of operation: Daily except Sundays: noon to 1:30 p.m., EST; Monday, Wednesday and Friday: 6 to 9 p.m., EST.

WJBW, New Orleans—Granted temporary renewal of license and designated said application for hearing.

Set for hearing: WMT, Waterloo, Ia.—Renewal of license set for hearing because facilities have been applied for; NEW, J. P. Hart, Donald W. Parsons, Roanoke, Va.—Requests CP for new station, 1410 kc., 250 w., share with WHIS (facilities of WRBX); WTFI, Athens, Ga.—Requests CP to move transmitter and studio from Athens to Greenville, S. C., change frequency from 1450 to 1360 kc. and make changes in equipment; WCSC, Charleston, S. C.—Requests modification of license to change frequency from 1360 to 1450 kc.; NEW, All Southern Radio Corp., Jacksonville, Fla.—Requests CP for new station, 1120 kc., 500 w., night, 1 kw., LS, unlimited time (facilities of WRUF); NEW, Otis Hill, Hilo, T. H.—Requests CP for new station, 1150 kc., 50 w., unlimited time; WRNY, New York—Requests modification of license to increase hours of operation from sharing with WQAO-WPAP and WHN to sharing with WHN only; (all facilities of WQAO-WPAP); station now operates on 1010 kc., 250 w.

WENC, Americus, Ga.—Denied request that Commission reconsider previous request to operate unlimited time during night for period of 60 days with 50 w.

WFBC, Knoxville, Tenn.—Action taken April 15, 1932, granting application to move station from Knoxville to Greenville, S. C., made final.

KWKH, Shreveport, La.—Granted motion for continuance of hearing involving application for renewal of license set for Nov. 28, because of application of WWL for the facilities of KWKH. The new date for the hearing has not been set.

WEHC, Emory, Va.—Application to move from Emory to Charlottesville, Va., set for hearing because of protest by WLVA, Lynchburg.

NOVEMBER 25

Applications, heretofore set for hearing, dismissed at request of applicants: NEW, Greenville News-Piedmont Co., Greenville, S. C.—CP, 590 kc., 250 w., 500 w., LS, unlimited time; NEW, Wilton E. Hall, Anderson, S. C. —CP, 1200 kc, 100 w., unlimited time.

WRHM, Minneapolis, Minn. (Ex. Rep. 395)—Granted renewal of license, 1250 kc., 1 kw., power to operate during all hours not allocated for use of WCAL, KFMX and WLB-WGMS; denied modification of license to operate unlimited time, sustaining Examiner Walker.

WCAL, Northfield, Minn. (Ex. Rep. 395)—Granted renewal of license to operate on 1250 kc., 1 kw., share with WRHM, KFMX and WLB-WGMS, during the following hours: Sundays, 8:15 to 9:30 a.m. and 3 to 4 p.m.; Monday, 8 to 10 p.m.; Daily (except Sunday), 9:45 to 10:15 a.m. Denied modification of license to change time to share with KFMX and WLB-WGMS only, sustaining Examiner Walker.

KFMX, Northfield, Minn. (Ex. Rep. 395)—Granted renewal of license to operate on 1250 kc., 1 kw. power, during the following hours: Sunday, 7 to 8 p.m.; Wednesday and Friday, 8 to 9 p.m.; Daily except Sunday, 10:15 to 10:35 a.m. Denied modification of license to change hours of operation to share with WCAL and WLB-WGHS only, sustaining Examiner Walker.

WLB-WGMS, Minneapolis, (Ex. Rep. 395)—Granted renewal of license to operate on 1250 kc., 1 kw. power, during the following hours: Monday 12:30 to 1 p.m. and 7 to 8 p.m.; Tuesday, 8 to 9 p.m.; Wednesday, 10.35 to 11:30 a.m. and 12:30 to 1 p.m.; Thursday, 8 to 9 p.m. Friday, 12:30 to 1 p.m. and 4 to 5 p.m.; Saturday, 2 to 5 p.m. during October and November only —8 to 9 p.m. during January, February and March only. Denied modification of license to change hours of operation to share with WCAL and KFMX only, sustaining Examiner Walker.

NOVEMBER 29

WHDH, Boston—Granted license covering transmitter move to Saugus, Mass.

KGBY, Ketchikan, Alaska—Granted license covering local move, increase in power and change in hours, 900 kc., 500 w.

WBAL, Baltimore—Granted 3 months extension of synchronization with WJZ.

WTSL, Laurel, Miss.—Granted voluntary assignment of license from G. A. Housman to Southland Radio Corp., with station to remain silent 30 days.

KWEA, Shreveport, La.—Granted extension to Jan. 1, to remain silent.

WPTF, Raleigh—Granted operation from 7:45 to 8 p.m., simultaneously with KPO during December.

KRMD, Shreveport, La.—Granted authority for special hours of operation until Dec. 23.

WABZ, New Orleans and KSCJ, Sioux City, Ia.—Renewal of license set for hearing and temporary licenses granted subject to action of commission on pending renewal applications.

Set for hearing: WMBH, Joplin, Mo.—Requests modification to increase hours. WOR, Newark—CP application for location of 50 kw. transmitter at Tremley, N. J., set for hearing because of protests of Southern Radio Corp., licensee of WMW and WMV, commercial stations, near proposed site.

KUMA, Yuma, Ariz.—Application for modification to change hours heretofore set for hearing, reconsidered and granted.

WCGU, Brooklyn, and KOB, State College, N. M.—Granted authority to take depositions on renewals and licenses covering CP.

Examiners' Reports . . .

NEW, Allen Wright Marshall, Sr. and Jr., and Guy Aaron Malcom, La Grange, Ga., and WRDF, Augusta, Ga.—Chief Examiner Yost recommended (Report 432; Dockets 1715 and 1731) that application for new station at La Grange on 1500 kc. with 100 w. be denied and that WRDF application for renewal of license be granted.

WTEL and WHAT, Philadelphia, and WCAM, Camden, N. J.—Examiner Hyde recommended (Report 433; Dockets 1557, 1567, 1626 and 1629) that application of WTEL for division of time with WCAM and WHAT be denied and that applications of WCAM and WHAT for renewals be granted.

NEW, W. T. Hamilton, Greenville, S. C.—Chief Examiner Yost recommended (Report 434, Docket 1674) that application for CP on 1240 kc., 250 w. night, and 500 w. LS, unlimited, be withdrawn with prejudice.

Shuler Loses Free Speech Appeal

(*Continued from page 29*)

such purposes, or any other, except in subordination to all reasonable rules and regulations Congress, acting through the commission, may prescribe."

Apropos property rights, the court held:

"Nor are we any more impressed with the argument that the refusal to renew a license is a taking of property within the Fifth Amendment. There is a marked difference between the destruction of physical property * * * and the denial of a permit to use the limited channels of the air. As was pointed out in American Bond & Mortgage Co. v. United States, the former is vested, the latter permissive * * *."

After citing a long line of decisions on property rights, the court stated:

"All of these cases indubitably show adherence to the principle that one who applies for and obtains a grant or permit from a State, or the United States, to make use of a medium of interstate commerce, under the control and subject to the dominant power of the government, takes such grant or right subject to the exercise of the power of Government, in the public interest, to withdraw it without compensation."

In conclusion, the court said that, "considered from every point of view, the action of the commission in refusing to renew was in all respects right and should be and is affirmed."

Louis G. Caldwell, counsel for Dr. Shuler, on Nov. 29 filed with the court a petition for rehearing, claiming that the court in its opinion overlooked one of his principal contentions, namely that the Commission's decision violated the censorship clause of the Radio Act. Duke M. Patrick, general counsel, and Fanney Neyman, acting assistant general counsel, represented the Commission in the Court of Appeals.

WHOM Wins, WNJ Loses

IN AN OPINION by Chief Justice George E. Martin on Nov. 21, the same court sustained the Commission's decision granting WHOM, Jersey City, three-fourths time on 1450 kc., with 250 watts, and ordering deletion of WNJ, Newark, and WKBO, Jersey City. These stations, along with WBMS, Hackensack, N. J., split time four ways, but WBMS was not involved. The court held the Commission's decision was not arbitrary or capricious, and that it is manifest that the division of time upon the same frequency in the same locality of four local stations "might be uneconomic and impractical."

On motion of the appellant, the court Nov. 26 dismissed the appeals of WMT, Waterloo, Ia., from the Commission's decisions authorizing KSO to move from Clarinda to Des Moines, Ia., and denying WMT's application to remove to the same city.

A third extension of time for filing of briefs was granted by the court in the 50 kw. high power case, with Dec. 15 as the new date.

MERCHANDISING OUR NEWS

WHENEVER an article of exceptional business interest and instructional merit has appeared in BROADCASTING, marked copies have been sent to the advertising heads of concerns engaged in similar enterprises throughout the country.

■

We did this with our series on bank advertising by radio. We did it with our series on department store radio advertising. We are doing it now with our articles on the successful use of radio by railroads.

■

This is a merchandising-the-news service we expect to continue—not merely to boost circulation but to help radio break down the sales resistance it may be meeting in seeking accounts that are "naturals" for radio. That these efforts on our part are producing results, is evidenced by the numerous letters of commendation we have had from station executives and advertising agencies.

■

Some of these letters tell of accounts actually landed as a result of the descriptions of successful radio campaigns carried in these articles; others tell of program and commercial ideas first recounted in our columns which were adapted to local needs. All of the letters are high in their praise of our efforts to carry the news of successful radio business so that the various elements of broadcasting can be kept apprised of one another's activities.

■

BROADCASTING is *your* trade magazine—published to serve your needs and the needs of the entire broadcasting industry—stations, agencies and advertisers alike.

■

BROADCASTING
NATIONAL PRESS BUILDING, WASHINGTON, D. C.
THE NEWS MAGAZINE OF THE FIFTH ESTATE

On Station Promotion

(Continued from page 11)

light advertisements calling attention to network, spot, and local radio programs, and the trend seems to be toward a greater use of space for this purpose. An interesting phase of this trend has been the solicitation by Scripps-Howard newspapers in the past few months of paid space in bold-face type run in the body of the newspaper's editorial agate listings. The first national accounts to accept this arrangement were the Hills Brothers Co., (Dromedary Dates) and the G. Washington Coffee Co., sponsoring the Sherlock Holmes program.

Many local newspapers have asked their local radio stations for a complete list of their sponsored radio programs, from which they might solicit so-called "spot-light" advertising. This has met with the favor of most broadcasters.

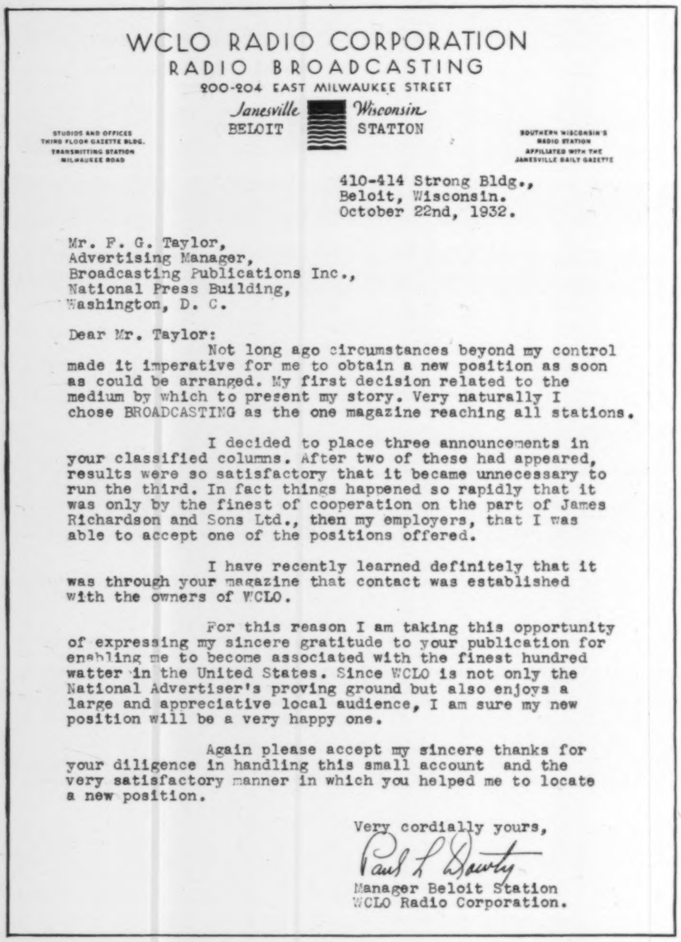
THE CHICAGO TRIBUNE has sold display space to its radio station for a number of years in which WGN advertised its program in theatrical style. The KANSAS CITY STAR has put all radio programs under an advertisement heading, compelling its own station, WDAF, to buy space on an agate-line basis. The other stations of the metropolitan Kansas City district have utilized this same plan, although it may be said with some disfavor on their part, because of the general feeling among broadcasters that radio programs are editorial matter. A number of stations in smaller communities report that they have trade arrangements with the local newspaper, whereby at rate for time on the air for the local newspaper, the radio station receives dollar for dollar in equivalent amount of space in the local newspaper.

I have received from WGAL, Lancaster, Pa., a series of advertisements appearing in the three Lancaster papers running up to half-page size, prominently advertising descriptively and pictorially, the station's equipment, service and programs. In my opinion, this is a step in the right direction in the coordination of radio and newspapers to work with each other for the benefit of both, rather than against each other to the detriment of both. It is my observation that this type of cordinated activity assists both media to get more business. Where agreements exist, as in Cleveland, against the promotional use of one medium by the other, neither the newspaper nor the radio station gains anything, and the public and the advertiser suffer.

This is the first of two sections of Mr. Patt's report filed at the NAB convention in St. Louis. The next part will appear in an early issue of BROADCASTING.

A NEW station in Juneau, Alaska, was authorized Nov. 11 by the Radio Commission when it granted the application of P. H. Pigg and H. A. Harvey, organized as the Juneau Broadcasting Co., for 100 watts on 1310 kc., full time.

A Letter That Tells Its Own Story



WCLO RADIO CORPORATION
RADIO BROADCASTING
200-204 EAST MILWAUKEE STREET
Janesville Wisconsin
BELOIT STATION

STUDIOS AND OFFICES
THIRD FLOOR GAZETTE BLDG.
TRANSMITTING STATION
MILWAUKEE ROAD

SOUTHERN WISCONSIN'S
RADIO STATION
AFFILIATED WITH THE
JANESVILLE DAILY GAZETTE

410-414 Strong Bldg.,
Beloit, Wisconsin.
October 22nd, 1932.

Mr. F. G. Taylor,
Advertising Manager,
Broadcasting Publications Inc.,
National Press Building,
Washington, D. C.

Dear Mr. Taylor:

Not long ago circumstances beyond my control made it imperative for me to obtain a new position as soon as could be arranged. My first decision related to the medium by which to present my story. Very naturally I chose BROADCASTING as the one magazine reaching all stations.

I decided to place three announcements in your classified columns. After two of these had appeared, results were so satisfactory that it became unnecessary to run the third. In fact things happened so rapidly that it was only by the finest of cooperation on the part of James Richardson and Sons Ltd., then my employers, that I was able to accept one of the positions offered.

I have recently learned definitely that it was through your magazine that contact was established with the owners of WCLO.

For this reason I am taking this opportunity of expressing my sincere gratitude to your publication for enabling me to become associated with the finest hundred watter in the United States. Since WCLO is not only the National Advertiser's proving ground but also enjoys a large and appreciative local audience, I am sure my new position will be a very happy one.

Again please accept my sincere thanks for your diligence in handling this small account and the very satisfactory manner in which you helped me to locate a new position.

Very cordially yours,
Paul L Dowty
Manager Beloit Station
WCLO Radio Corporation.

**Copy should reach this office ten days prior to date of publication.
Classified ads do the job quickly and economically.
7c per word—cash with order.**

BROADCASTING
NAT'L PRESS BLDG., WASHINGTON, D. C.
THE NEWS MAGAZINE OF THE FIFTH ESTATE

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

T. A. M. CRAVEN
Consulting Radio Engineer
Allocation Engineering
Commercial Coverage Surveys
Antenna Installations
Complete Engineering Surveys
National Press Building,
Washington, D. C.

Doolittle & Falknor, Inc.
Radio Engineering and Manufacturing, Commercial Coverage Surveys, Field Intensity Surveys, Directional Antenna Installation, Complete Engineering Surveys.
1306-8 W. 74th St., CHICAGO, ILL

J. C. McNARY
Consulting Radio Engineer
Directional and Non-Directional Antenna Installation. Field Intensity Surveys.
9420 JONES MILL ROAD
Phone WIsconsin 3181
CHEVY CHASE MARYLAND

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys
Antenna Design Wire Line Problems
National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

New Code of Ethics Is Adopted by KDYL

KDYL, Salt Lake City, Utah, has adopted a code of ethics under which all the station's operations, more especially those of the commercial department, are gauged. Copies of this code have been placed in the hands of every business man in Salt Lake City, and a very favorable reaction is reported.

The code follows:

"I. KDYL will endeavor to prevent the broadcasting of any matter which would be regarded as offensive.

"II. KDYL will not allow any dishonest, fraudulent or dangerous person, firm or organization to gain access to the radio audience.

"III. KDYL will not broadcast matter which is deceptive, obscene, false or grossly exaggerated.

"IV. KDYL will not allow the broadcasting of any statement derogatory to individuals or to organizations."

Western Electric Equips Movie's Trackless Train

WHEN the Metro-Goldwyn Trackless Train starts its world tour, it will carry a Western Electric reproducing system, devised by the engineers of Electrical Research Products, Inc. Non-synchronous turntables, announcing equipment, radio receivers and other devices are included in the system.

The problem confronting sound engineers in the installation was that of placing 8,000 pounds of equipment in the small space available. The work was so well planned, however, that every device is easily accessible.

THE HOLLYWOOD (Cal.) CITIZEN-NEWS has made its first radio tie-in with the installation of remote lines to KMTR for a twice-a-day news broadcast.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situations Wanted

Young lady holding first class radiotelephone license desires position in broadcasting station. Experienced operator and announcer. Musical training and typist. References. Address Box 61, BROADCASTING.

Technician, age 28, College Graduate, formerly engineer with Bell Telephone Laboratories and Westinghouse, experienced in speech input and transmitting equipment, licensed operator, desires position with broadcaster or manufacturer. References. Box 64, BROADCASTING.

Station Manager, young aggressive, experienced, desires connection with progressive station, assuming full charge on straight salary or salary-percentage. Background ten years local and network stations, actual experience all departments; also newspaper editorial, publicity, promotion. Thoroughly capable build successful sales organization; create and maintain efficient, economical operative personnel; increase listener circulation. Now managing major network station. Give best references; nine years with present employer. Box 65, BROADCASTING.

THE NEW WJSV

Now offers complete coverage of the National Capital Area . . . side by side with the famous features of the Columbia network

PRIMARY MARKET

The Washington Market which comprises WJSV's "primary service area" represents a well sustained buying power. Data compiled from the records of the U. S. Treasury and the Dept. of Commerce shows that this market embraces a population of 766,999 persons who own 134,955 radio sets. Retail sales total $395,810,000 . . . passenger auto registrations, 172,793 . . . residence telephones 110,076 . . . number of income tax returns 56,762.

PLUS

On top of this excellent primary market tabulation of mail response indicates that WJSV offers to national sponsors almost as large an audience outside its immediate service area as within it.

PRIMARY COVERAGE

The whole stable capital market lies within the "primary service area" of WJSV's powerful new 10,000 watt transmitter, now laying down the strongest average signal received in the territory.

PRESTIGE—BUILDING POLICY

No so-called "spot announcements," with the exception of Bulova Watch Time and the Weather Forecast, are permitted between evening programs. Sponsors of local or transcription programs directly follow and precede the surrounding Columbia features without interruption.

WESTERN ELECTRIC TURNTABLES

Western Electric Turntables . . . 33 1/3 and 78 R.P.M. . . . lateral and hill and dale pickup are standard equipment. A few preferred positions during both day and night are now available for recorded programs of high quality.

• WRITE FOR RATES AND OPEN TIME.

• THE COLUMBIA BROADCASTING SYSTEM

WJSV

10,000 WATTS

OLD DOMINION BROADCASTING COMPANY

Main Studios:
Mt. Vernon Memorial Blvd.
Alexandria, Virginia

Business Office:
1218 Shoreham Bldg.
Washington, D. C.